

FCC turns around on 9 khz ☐ CBS recertified
for cable ownership ☐ TV financial figures for 1980

Broadcasting Aug 10

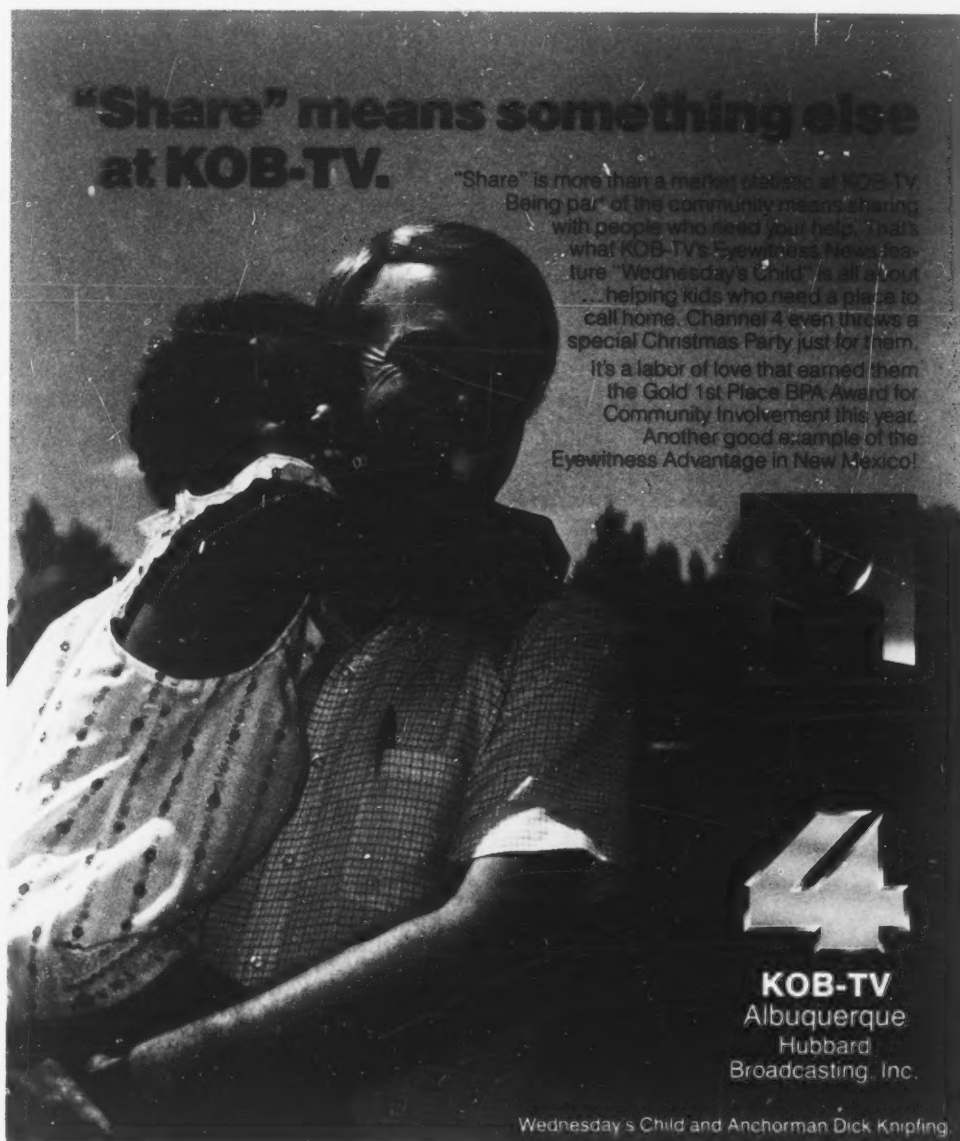
The News Magazine of the Fifth Estate ☐ Vol. 101 No. 6

50th Year ☐ 1981

1980-1

**"Share" means something else
at KOB-TV.**

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The First
50
Years Of
Broadcasting

1973

☐ PAGE 73

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The Week in Brief

TOP OF THE WEEK

FALL SALES SURGE □ TV networks close record upfront selling season with prime-time sales for fall near \$1.5-billion mark. **PAGE 27.**

BACK TO 10 KHZ □ FCC reverses itself on AM channel spacing and drops 9 khz advocacy that it had voted in late 1979. Fogarty and Jones dissent to latest action. **PAGE 28.**

CBS LET INTO CABLE □ FCC grants waiver to permit network to own systems with limits on number of subscribers. At same meeting, commission starts inquiry on attorney reimbursement, explains budget request to OMB, and allow's Time's Davidson to join Signal Co. **PAGE 29.**

VIACOM'S VIABILITY □ In 1971, Viacom was born—carved by regulatory fiat from CBS. This is the story of that company's decade of expansion and diversification that brought it to \$160 million in revenues in 1980. **PAGE 32.**

FCC FINANCIAL FIGURES

REVENUES UP, PROFITS DOWN □ That's bottom line for TV broadcasting in 1980, according to FCC's annual figures. Increase of 15.7% in expenses chewed into total revenues of \$8.8 billion and held profits to \$1.65 billion. **PAGE 35.**

LAW & REGULATION

SELF EVALUATION □ Industry responds to Wirth subcommittee survey by saying that TV and networking operate in highly regulated atmosphere, but with no tangible signs of monopoly. Also cited is high level of competition in radio markets. **PAGE 57.**

HARMONY □ CBS and BMI come to terms, resolving 12-year-old suit with network agreeing to pay more than \$42 million in fees. **PAGE 58.**

STC FIRES BACK □ Comsat subsidiary, which filed only DBS application formally accepted by FCC, asks commission to reject nine petitions to deny from NAB, ABC and AMST, among others. Black coalition supports STC's bid. **PAGE 58.**

MEDIA

CABLE PENETRATION □ Nielsen says CATV was in 26.5% of all TV homes in May, while Arbitron reports figure was 22%. Nielsen found highest penetration in Santa Barbara-Santa Maria-San Luis Obispo, Calif., market; Arbitron's top figure was for Palm Springs, Calif. **PAGE 60.**

TECHNOLOGY

DISHES APLENTY □ Wold statistics show that, by next month, one out of every five commercial TV outlets will own earth station. Breakdown shows even higher ratio of noncommercial licensees equipped for satellite. **PAGE 64.**

PROGRAMMING

NEXT WEEK IN CHICAGO □ Record turnout expected for NAB's fourth annual Radio Programming Conference. Here's rundown of what's on tap. **PAGE 66.**

ANTI-DONAHUE CAMPAIGN □ Chicago-area group, claiming support of National Federation of Decency, wants boycott of advertisers supporting "sex-activist" talk show host. **PAGE 68.**

WHERE LORIMAR STUMBLED □ In SEC filing as part of move to go public, Hollywood production company discloses that unsuccessful feature films lessened its profitability. **PAGE 70.**

1973

THE 'BROADCASTING' YEARS □ Against a Watergate backdrop, Nixon continued to harangue media. The networks even read White House intimidation into Justice Department antitrust suits against them as well as OTP's proposed renewal legislation that would impose news restraints. It also was the year when the FCC made topless radio cover up. **PAGE 73.**

PROFILE

DOING RIGHT BY COPYRIGHT □ Robert W. Kastenmeier is a stickler for fairness. That's why Wisconsin Democrat who heads the House subcommittee responsible for new copyright legislation has earned respect of all involved in controversial issue. **PAGE 95.**

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In 1980, the three television networks had revenues of \$3,865,200,000, their 15 owned and operated TV stations added another \$700,300,000, all other stations together contributed \$4,242,200,000, for an industry revenue total of \$8,807,700,000.

At the same time, the networks had expenses of \$3,539,600,000, their 15 owned stations had expenses of \$491,800,000, all other stations together had expenses of \$3,122,800,000, for an industry expenses total of \$7,154,200,000.

That produced network profits of \$325,600,000, down 12% from 1979, owned-station profits of \$208,500,000, up 1.7% from 1979, profits from all other stations of \$1,119,500,000, up .4% from 1979, and all-industry profits of \$1,653,500,000, down 2.2% from 1979.

Revenues up, profits down for TV in 1980

Sales for industry rose to \$8.1 billion, profits dipped 2.2% to \$1.65 billion

Net revenues for the television broadcasting industry totaled \$8.81 billion in 1980, up 11.8% from 1979 when that figure reached \$7.9 billion. Industry expenses, however, totaled \$7.15 billion, an increase of 15.7% from 1979's expense figure of \$6.2 billion, resulting in a drop in pre-tax profits by 2.2% to \$1.65 billion from \$1.69 billion in 1979.

According to the FCC's annual compilation of industry financial statistics released today (Aug. 10), the networks accounted for \$3.9 billion of the 1980 revenue pie (44.3%), up 11.9% from the previous year when they accounted for \$3.5 billion. VHF stations had revenues of \$4.3 billion (48.9% of the total), an increase of 10.9% from 1979 when that group's share was \$3.8 billion. Network owned and operated VHF's had total revenues of \$700.3 million, up 9.8% from the previous year (\$637.9 million). Other VHF affiliates posted revenues of \$3 billion (34% of the total), up 9.7% from 1979 (\$2.7 billion). Independent V's accumulated \$545.4 million in revenues (6.2% of the total), up 19.8% from 1979 (\$455.4 million). The UHF station revenue total was \$690.2 million (7.8% of the total), an increase of 17.8% from 1979 (\$586 million). Affiliated UHF stations had revenues amounting to \$304.8 million (3.5% of the total) an increase of 6.7% from 1979 (\$285.7 million). Independent U's had revenues of \$385.4 million (4.4% of the total) up 28.3% from 1979 (\$300.3 million).

In the expense category, the networks' share totaled \$3.5 billion (49% of the 1980 expense total), up 15.7% from 1979 (\$6.2 billion). VHF stations had expenses totaling \$3 billion (41.6% of the total), up 14.7% from the previous year (\$2.6 billion). Network O&O's accounted for \$492 million (6.8% of the total), an increase of 13.6% from the year before

1 Total figures for television 1980: revenues, expenses and profits

	1980	1979	% change from 1979
Broadcast revenues¹			
INDUSTRY TOTAL	\$8,807,700,000	\$7,875,000,000	11.8
Networks	3,865,200,000	3,454,500,000	11.9
VHF total	4,252,300,000	3,834,500,000	10.9
Network O&O	700,300,000	637,900,000	9.8
Other affiliates	3,006,600,000	2,741,200,000	9.7
Independents	545,400,000	455,400,000	19.8
UHF total	690,200,000	586,000,000	17.8
Affiliates	304,800,000	285,700,000	6.7
Independents	385,400,000	300,300,000	28.3
Broadcast expenses			
INDUSTRY TOTAL	7,154,200,000	6,184,800,000	15.7
Networks	3,539,600,000	3,084,300,000	14.8
VHF total	2,964,100,000	2,583,700,000	14.7
Network O&O	491,800,000	432,800,000	13.6
Other affiliates	2,062,400,000	1,816,100,000	13.6
Independents	409,900,000	334,800,000	22.4
UHF total	650,500,000	516,800,000	25.9
Affiliates	288,800,000	253,000,000	14.2
Independents	361,800,000	263,800,000	27.4
Broadcast income (before federal income tax)			
INDUSTRY TOTAL	1,653,500,000	1,690,200,000	(2.2)
Networks	325,600,000	370,200,000	(12.0)
VHF total	1,288,200,000	1,250,800,000	3.0
Network O&O	208,500,000	205,100,000	1.7
Other affiliates	944,300,000	925,100,000	2.1
Independents	135,500,000	120,600,000	12.4
UHF total	39,700,000	69,200,000	(42.6)
Affiliates	16,100,000	32,700,000	(50.8)
Independents	23,600,000	36,500,000	(35.3)

¹Last digits may not add to totals due to rounding.

() denotes loss or decline.



*It is a socialist idea
that making profits is a vice.
I consider the real vice
is making losses.*

Sir Winston Churchill



the gilmore group

WEHT-TV Cincinnati, Ohio	WREX-TV Worcester, Mass.	KODE-TV Des Moines, Iowa	KODE-TV Des Moines, Iowa	WOPO Hartford, Conn.	WSVA Hartford, Conn.
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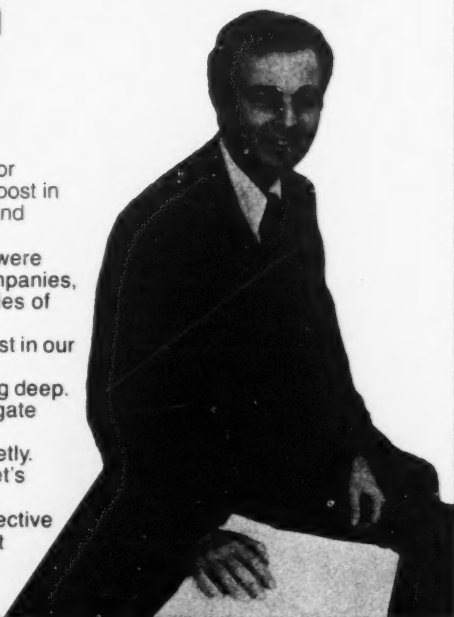
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(\$433 million). Other affiliated VHF stations had expenses totaling \$2 billion (28% of the total), a 13.6% increase over 1979 (\$1.8 billion). Independent VHF stations had expenses totaling \$410 million (5.7% of the total), up 22.4% over 1979 (\$355 million). Expenses for UHF stations amounted to \$651 million (9% of the total), an increase of 25.9% over 1979 (\$517 million). Affiliated UHF's accounted for \$289 million (4% of the total), up 14.2% from 1979 (\$253 million). Independent UHF's had expenses totaling \$362 million (5% of the total), up 27.4% from 1979.

Total pre-tax income for the three networks in 1980 came to \$326 million (19.2% of total 1980 industry profits), a decrease of 12% from 1979 (\$370.2 million). VHF outlets posted \$1.29 billion in profits (or 75.8% of the total), up 3% from 1979 (\$1.25 billion). The network O&O's had profits of \$209 million (12.3% of the total), up 1.7% from 1979 (\$205 million). Other affiliated V's had profits of \$944 million (55.5% of the total), an increase of 2.1% over 1979. Independent VHF outlets had profits of \$135 million (8% of the total), up 12.4% over 1979. UHF profits were down 42.6% in 1980 to \$40 million (2.4% of the total), from \$69 million in 1979. Affiliated UHF's had profits totaling \$16 million (0.9% of the total), down 50.8% in 1979. Independent UHF's garnered \$24 million in profits (1.4% of the total), a decrease of 35.3% from 1979.

Sales to advertisers in 1980 totaled \$10.3 billion, up 10.7% from 1979 (\$9.2 billion). The networks accounted for \$4.4 billion (43%); VHF outlets, \$5 billion (49%); network O&O's, \$851 million (8.3%); other affiliated VHF's, \$3.5 billion (34%); independent VHF's, \$652 million (6.3%); UHF's, \$798 million (7.8%); UHF affiliates, \$351 million (3.4%), and independent UHF's, \$447 million (4.3%).

Network sales totaled \$4.8 billion (47%), up 10.5% from 1979 (\$4.3 billion). Spot sales totaled \$2.9 million (28%), up 10.4% from 1979. Local sales amounted to \$2.5 billion (24%), up 4.2% from 1979.

□

In the top-10 markets, New York placed first in both revenues and profits in 1980, retaining its hold on the top revenue spot and recapturing the number-one profit position from Los Angeles. Revenues for New York in 1980 were \$362 million, up 16.2%, while profits for that market totaled \$94.6 million, up 15.3% from 1979 (\$82.1 million).

Los Angeles held on to the number two revenue spot while dropping from first to second in the profit category. It had revenues of \$332.8 million, up 13.9% from 1979 (\$292.1 million) and profits totaling \$94.3 million, down .67% from 1979 (\$94.9 million).

Chicago held on to the number three revenue spot with \$206.7 million, up 11% from 1979 (\$186.1 million). However, it dropped two slots, from third to fifth in the profit category with \$54.5 million, down

1.6% from 1979 (\$55.4 million).

The San Francisco-Oakland market retained the same rankings for both revenues and profits that it captured last year—fourth and sixth, respectively. Its revenues totaled \$154.1 million, up 10.7% from 1979 (\$139.2 million), while profits in that market came to \$44.7 million, an increase of 2.1% over 1979 (\$43.7 million).

Philadelphia also maintained the same

revenue and profit rankings for 1980 as in 1979) fifth and seventh respectively. It had revenues of \$140.9 million, up 11.4% from the previous year (\$126.5 million) and profits totaling \$40.1 million, up 1.9% from 1979 (\$39.3 million).

Boston also held on to its 1979 positions in 1980—sixth in revenues and an eighth in profits. Its revenues totaled \$132.8 million, an increase of 15.2% over 1979

(\$115.3 million) while profits for that market came to \$36.7 million, up 3% from the previous year.

Dallas-Fort Worth climbed one notch to seize the number-eight revenue ranking from Detroit. It also moved up one position in the profit ranks to displace Chicago from the number three spot. Revenues for Dallas-Fort Worth in 1980 amounted to \$117.8 million, an increase of 22.2% over 1979 (\$96.4 million). That market had profits of \$62 million, up 16% from the previous year (\$53.5 million).

At the same time it slipped from seventh to eighth in the revenue ranks, Detroit fell from ninth to 12th in the profit category. Revenues totaled \$110.2 million, up 5.4% from 1979 (\$104.6 million). Profits were \$31.8 million, down 7.1% in 1979 (\$34.2 million).

Houston-Galveston retained the ninth position in the revenue ranks while slipping a notch to fifth in profits. It posted revenues totaling \$108.4 million, an increase of 17.4% over 1979 (\$92.3 million) while profits came to \$58.9 million, 15.2% over the previous year (\$51.1 million).

Washington remained constant in the revenue ranks—10th—while dropping from 15th to 16th in profits. Revenues for that market came to \$101 million, up 15.1% from 1979 with profits totaling \$25.8 million, an increase of 13.3% from the previous year (\$22.8 million).

Atlanta took the 11th spot in both categories, as it did in 1979. Revenues there totaled \$96.1 million, up 18.3% from the previous year and profits came to \$32.1 million, an increase of 8.9% from 1979.

Miami held on to the 12th revenue rank but gained three slots on the profit totem pole—from 12th to ninth. That market's revenues totaled \$87.2 million, up 19.7% from the previous year with profits amounting to \$35.7 million, an increase of 24.7% over 1979 (\$28.6 million).

Denver went from 17th to 14th in revenue rank and remained the number 10-ranked profit making market. Revenues totaled \$74.9 million, up 16.2% from 1979 (\$64.5 million) with profits amounting to \$35.1 million, an increase of 10% over the previous year (\$31.9 million).

□

Of the 453 VHF stations reporting, 401 claimed to have earned a profit (88.5%); 378 of the reporting 424 VHF affiliates (89.2%) claimed a profit, and 23 of 29 (79.3%) reporting independent VHF's also said they earned a profit in 1980.

On the UHF side, 197 stations reported, 115 of which said they earned a profit (58.4%). Seventy-eight of 116 reporting UHF affiliates also claimed to have earned a profit (67.2%), while 37 of 81 reporting independent UHF's said they earned a profit (45.7%).

Fourteen VHF stations—all network affiliated—reported earning \$15 million or more. Seventeen VHF's—13 of which were network affiliates—said they earned

Continued on page 53.

2. Who sold how much in 1980

	Stations	Amount	% Industry total
Sales to advertisers (industry total) ¹	—	\$10,279,000,000	100.0
Networks	—	4,439,700,000	43.2
VHF total	507	5,041,500,000	49.0
Network O&O	15	850,800,000	8.3
Other affiliates	462	3,539,100,000	34.4
Independents	30	651,600,000	6.3
UHF total	218	797,700,000	7.8
Affiliates	128	351,100,000	3.4
Independents	90	446,600,000	4.3
Network sales (industry total)	—	4,808,100,000	100.0
Networks	—	4,439,700,000	92.3
VHF total	507	330,400,000	6.9
Network O&O	15	45,800,000	1.0
Other affiliates	462	281,800,000	5.9
Independents	30	2,800,000	0.1
UHF total	218	38,100,000	0.8
Affiliates	128	29,900,000	0.6
Independents	90	8,200,000	0.2
National/regional sales (industry total)	—	2,928,900,000	100.0
VHF total	507	2,537,400,000	86.6
Network O&O	15	431,400,000	14.7
Other affiliates	462	1,707,200,000	58.3
Independents	30	398,800,000	13.6
UHF total	218	391,500,000	13.4
Affiliates	128	150,500,000	5.1
Independents	90	241,000,000	8.2
Local sales (industry total)	—	2,542,000,000	100.0
VHF total	507	2,173,700	85.5
Network O&O	15	373,600,000	14.7
Other affiliates	462	1,550,200,000	61.0
Independents	30	250,000,000	9.8
UHF total	218	368,100,000	14.5
Affiliates	128	170,700,000	6.7
Independents	90	197,400,000	7.8

¹Last digits may not add due to rounding.

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3. TV station winners, losers

	Total		Network-affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting ¹	453	197	424	116	29	81
Number of stations reporting profits	401	115	378	78	23	37
Profitable stations as percent of total	88.5	58.4	89.2	67.2	79.3	45.7
Number of stations reporting profits of:						
\$15,000,000 and more	14		14			
10,000,000- 15,000,000	17		13		4	
5,000,000- 10,000,000	46	4	38		8	4
3,000,000- 5,000,000	55	5	50		5	5
1,500,000- 3,000,000	70	12	68	5	2	7
1,000,000- 1,500,000	41	6	40	3	1	3
600,000- 1,000,000	55	18	54	15	1	3
400,000- 600,000	32	17	31	13	1	4
200,000- 400,000	34	14	33	12	1	2
100,000- 200,000	17	18	17	15		3
50,000- 100,000	14	3	14	2		1
25,000- 50,000	4	11	4	10		1
Less than 25,000	2	7	2	3		4
Number of stations reporting losses	52	82	46	38	6	44
Unprofitable stations as percent of total	11.5	41.6	10.8	32.8	20.7	54.3
Number of stations reporting losses of:						
Less than \$10,000	4	3	4	1		2
10,000- 25,000	2		2			
25,000- 50,000	3	6	3	2		4
50,000- 100,000	2	9	2	8		1
100,000- 200,000	7	7	6	4	1	3
200,000- 400,000	13	11	13	5		6
400,000 and over	21	46	16	18	5	28

¹ Stations operating full year only excluding satellite and religious stations.
Profits (broadcast income) are before federal income tax.

4. Network, station employment

	Number of stations	Number of employees			Total payroll ¹
		Full time	Part time	Total	
Industry total	—	70,822	7,449	78,271	\$1,819,576
Networks	—	14,838	1,752	16,590	557,952
VHF total	507	45,719	4,442	50,163	1,073,073
Network O&O	15	5,590	246	5,836	196,880
Other affiliates	462	36,179	3,649	39,828	772,463
Independents	30	3,950	547	4,497	103,730
UHF total	218	10,265	1,255	11,520	188,551
Affiliates	128	5,964	779	6,743	104,563
Independents	90	4,301	476	4,777	83,988
Station total	725	55,984	5,697	61,681	1,261,624

¹ Last digits may not add due to rounding.

5. Property investment

	Number of stations reporting ¹	Original cost		Original cost minus depreciation	
		Total ²	Station average	Total	Station average
Industry total	—	\$3,617,253	—	\$1,866,757	—
Networks	—	604,675	—	303,142	—
VHF total	501	2,409,924	4,810	1,201,150	2,397
Network O&O	15	186,786	12,452	90,130	6,008
Other affiliates	456	2,013,164	4,414	1,002,002	2,197
Independents	30	209,974	6,999	109,018	3,633
UHF total	215	602,654	2,803	362,465	1,685
Affiliates	128	326,745	2,552	185,084	1,445
Independents	87	275,909	3,171	177,381	2,038
Station total	716	3,012,578	4,207	1,563,615	2,183

¹ Three VHF and four UHF stations did not report investment in tangible property. Some of these may be operating under lease agreements.

² In cases of stations which have been sold, represents that portion of price assigned by new licensee to property.

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6. Market-by-market breakdown

Market (number of stations reporting in parentheses) ²	Time sales ¹		Network		Spot	
	Revenue rank	Profit rank	1980 (000)	1979 (000)	1980 (000)	1979 (000)
Abilene-Sweetwater, Tex. (3)	134	124	908	797	1,994	1,477
Albany-Schenectady-Troy N.Y. (3)	48	44	3,314	3,317	14,612	12,223
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	95	88	1,406	1,264	6,790	5,584
Albuquerque, N.M. (4)	64	88	1,252	1,389	7,697	6,715
Amarillo, Tex. (3)	122	119	797	786	3,203	2,979
Anchorage (3)	129	113	414	349	1,330	1,287
Atlanta (6)	11	11	3,686	3,019	69,445	56,076
*Augusta, Ga. (3)	113	82	1,389	1,570	3,633	3,624
Austin, Tex. (3)	75	66	957	984	7,683	6,655
Bakersfield, Calif. (3)	121	120	943	906	4,024	3,846
Baltimore (4)	21	24	3,154	3,088	36,099	35,496
Bangor, Me. (3)	133	117	1,098	1,037	1,969	1,996
Baton Rouge (3)	73	85	1,751	1,713	5,819	5,221
Beaumont-Port Arthur, Tex. (3)	100	94	986	959	3,827	2,687
*Binghamton, N.Y. (3)	125	95	1,285	1,260	2,874	2,388
Birmingham, Ala. (3)	43	29	3,467	3,372	16,034	14,413
Boise-Nampa, Idaho (3)	112	110	1,245	1,040	3,935	3,145
Boston (6)	6	8	5,871	5,727	99,891	87,345
Buffalo, N.Y. (4)	33	42	3,304	3,238	24,841	24,335
Cedar Rapids-Waterloo, Iowa (3)	78	80	1,500	1,466	6,550	5,538
Charleston, S.C. (3)	101	90	1,036	974	4,874	4,657
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	59	43	3,381	3,258	10,632	8,609
Charlotte, N.C. (4)	35	37	5,340	5,301	20,291	18,364
Chattanooga (4)	85	81	1,345	1,141	5,117	4,846
Chicago (8)	3	5	8,591	8,287	155,318	141,404
*Cincinnati (5)	25	25	3,332	3,261	22,208	19,707
Cleveland (4)	13	16	5,748	5,433	49,711	44,648
Colorado Springs-Pueblo (3)	86	75	842	828	6,266	5,302
Columbia, S.C. (3)	80	59	2,028	1,716	6,229	5,882
Columbia-Jefferson City, Mo. (3)	130	109	1,149	1,004	2,525	2,153
*Columbus, Ga. (3)	126	123	1,263	1,729	2,039	2,492
Columbus, Ohio (3)	34	26	2,830	2,621	19,882	17,825
Corpus Christi, Tex. (4)	105	102	1,088	1,029	3,036	2,443
Dallas-Fort Worth (5)	7	3	3,227	3,025	78,067	65,022
Davenport, Iowa-Rock Isl.-Moline, Ill. (3)	74	71	1,905	1,603	7,518	6,132
Dayton, Ohio (3)	42	40	4,362	3,997	13,994	12,398
Denver (4)	14	10	2,307	2,192	34,854	38,467
Des Moines-Ames, Iowa (3)	68	55	2,158	1,872	9,404	8,037
Detroit (6)	8	12	5,972	6,286	76,254	71,186
Duluth, Minn.-Superior, Wis. (3)	119	133	1,295	1,235	3,735	3,350
El Paso, Tex. (4)	94	93	924	745	3,938	3,378
Erie, Pa. (3)	123	125	1,351	1,125	2,202	1,865
Evansville, Ind. (3)	88	72	1,357	1,120	4,433	3,681
Fargo-Valley City, N.D. (3)	109	99	1,060	1,003	3,499	3,214
Flint-Saginaw-Bay City, Mich. (3)	61	56	1,881	1,801	9,546	9,213
Fort Myers-Naples, Fla. (3)	107	134	911	826	3,995	3,264
Fort Smith, Ark. (4)	131	129	990	936	2,006	961
Fort Wayne, Ind. (4)	82	116	1,045	962	5,858	4,956
Fresno-Hanford-Tulare-Visalia, Calif. (6)	53	69	1,559	1,465	11,776	10,527
Grand Rapids-Kalamazoo, Mich. (4)	45	36	2,929	2,762	15,097	12,686
Green Bay, Wis. (3)	70	65	1,593	1,569	7,195	6,175
Greensboro-Winston Salem-High Point, N.C. (3)	58	54	1,845	1,817	11,174	9,979
*Greenville-Spartanburg, S.C.-Asheville, N.C. (4)	46	34	2,261	2,031	17,657	15,699
Greenville-Washington-New Bern, N.C. (3)	96	100	1,415	1,324	6,643	5,992
Harrisburg-Lancaster-York-Lebanon, Pa. (6)	51	70	2,990	2,568	14,545	10,308

of TV revenue and profit in 1980

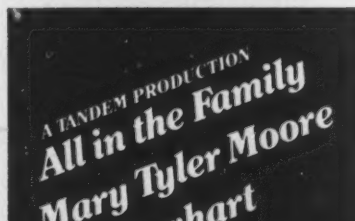
Local		Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)		1980 (000)	1980 (000)
2,661	2,288	66	189	5,026	4,173	20.4	4,909	116
10,274	9,928	798	562	24,710	22,331	10.7	17,992	6,718
4,130	3,734	105	131	10,601	9,253	14.6	7,091	3,510
11,312	10,787	493	378	17,453	16,165	8.0	15,445	2,008
3,930	3,765	112	114	6,903	6,567	5.1	6,416	487
4,486	3,980	371	353	5,885	5,311	10.8	5,143	742
42,371	35,797	2,914	1,948	96,059	81,214	18.3	63,952	32,107
4,214	4,978	310	300	8,270	9,102	-9.1	5,944	2,326
7,306	5,555	203	139	13,976	11,685	19.6	10,264	3,712
3,230	3,172	211	52	6,999	6,725	4.1	6,558	441
28,880	25,297	1,813	1,565	57,391	53,503	7.3	42,440	14,951
2,527	2,375	232	185	5,095	4,960	2.7	4,562	533
9,122	10,026	238	85	14,802	15,138	-2.2	12,593	2,209
6,675	6,270	148	112	10,130	9,002	12.5	8,294	1,836
3,424	3,398	303	229	6,560	6,128	7.0	4,915	1,645
11,327	10,119	354	430	26,171	23,726	10.3	13,718	12,453
4,227	4,282	115	133	8,375	7,511	11.5	7,552	823
53,551	45,533	3,425	2,623	132,822	115,273	15.2	96,171	36,651
16,554	16,925	1,037	1,160	37,900	37,718	0.5	30,588	7,313
7,268	7,068	295	273	13,237	12,337	7.3	10,763	2,474
5,880	5,265	383	322	10,128	9,476	6.9	8,193	1,934
7,010	7,351	348	341	18,591	17,099	8.7	11,512	7,079
15,539	14,240	2,181	1,734	36,255	33,303	8.9	27,742	8,513
6,470	5,968	500	432	11,436	10,545	8.4	8,966	2,470
84,340	74,162	4,060	2,696	206,694	186,142	11.0	152,219	54,476
26,152	24,374	1,193	1,360	48,035	43,854	9.5	33,095	14,940
35,873	34,796	1,770	1,923	78,240	72,420	8.0	53,250	24,990
5,794	5,515	153	124	11,373	10,031	13.4	8,479	2,893
6,231	5,531	216	91	12,877	11,627	10.8	8,398	4,479
2,551	2,337	220	257	5,781	5,164	11.9	4,926	855
3,630	5,108	100	161	6,158	8,371	-26.4	5,979	179
21,409	20,469	692	872	37,235	34,590	7.6	23,206	14,028
6,613	5,608	271	146	9,505	8,097	17.4	8,198	1,306
57,739	45,729	3,185	2,135	117,835	96,426	22.2	55,818	62,017
7,062	6,696	264	256	14,015	12,277	14.2	10,852	3,163
14,458	13,597	492	484	28,314	25,841	9.6	20,649	7,665
41,868	36,119	1,641	1,173	74,939	64,491	16.2	39,807	35,132
8,017	8,090	391	349	16,573	15,240	8.7	11,518	5,055
49,916	47,361	2,417	1,827	110,248	104,607	5.4	78,450	31,798
3,128	3,251	243	170	7,411	7,134	3.9	8,094	-683
7,326	7,026	265	200	10,626	9,722	9.3	8,766	1,860
4,001	3,928	263	79	6,665	6,152	8.3	6,608	57
7,031	6,833	207	190	11,138	10,127	10.0	8,117	3,021
5,025	4,777	103	68	8,792	8,181	7.5	7,424	1,368
9,874	9,367	342	416	18,274	17,494	4.5	13,387	4,887
5,306	4,656	368	133	9,153	7,861	16.4	10,487	-1,334
2,946	2,299	119	51	5,486	3,806	44.1	5,628	-142
6,959	6,824	251	544	12,345	11,242	9.8	11,786	559
11,997	10,809	1,006	826	22,166	19,912	11.3	18,920	3,246
11,836	11,697	451	403	25,336	23,046	9.9	16,463	8,873
8,726	8,511	214	221	15,841	14,853	6.7	12,114	3,727
9,897	9,645	424	467	19,625	18,539	5.9	14,525	5,100
9,293	8,185	742	627	25,175	22,326	12.8	15,454	9,722
3,769	4,122	218	215	10,601	10,398	2.0	9,236	1,365
9,643	7,319	1,550	374	23,206	17,046	36.1	19,971	3,234

A first-run hit for access!



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Super
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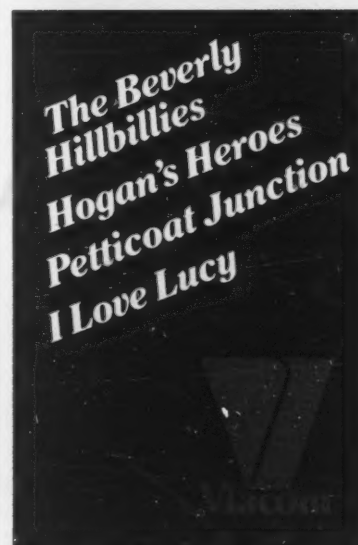
A TANDEM PRODUCTION
All in the Family
Mary Tyler Moore
Bob Newhart
Andy Griffith



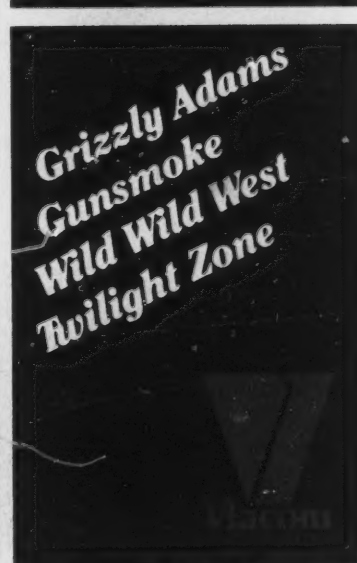
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Market (number of stations reporting in parentheses) ²	Time sales ¹		Network		Spot	
	Revenue rank	Profit rank	1980 (000)	1979 (000)	1980 (000)	1979 (000)
Hartford-New Hvn.-New Brtn.-Waterbury, Conn. (4)	31	20	4,310	3,900	27,563	25,821
Honolulu (3)	55	96	751	1,073	2,229	2,833
Houston-Galveston, Tex. (5)	9	4	3,354	3,220	79,064	67,809
Huntsville-Decatur, Ala. (3)	110	128	1,073	875	4,056	3,556
Idaho Falls-Pocatello, (3)	136	126	672	657	2,416	2,064
Indianapolis-Bloomington (5)	22	23	2,886	2,807	33,953	29,794
Jackson, Miss. (3)	90	107	1,553	1,494	5,241	4,462
*Jacksonville, Fla. (4)	49	35	2,706	2,390	16,964	14,202
Johnson City-Kingsport-Bristol, Tenn. (3)	106	83	1,456	1,266	5,497	4,480
Johnstown-Altoona, Pa. (3)	104	78	2,370	2,322	4,853	3,886
Joplin, Mo.-Pittsburg, Kan. (3)	127	103	1,349	1,301	2,838	2,537
Kansas City, Mo. (4)	27	22	2,709	2,777	31,244	28,010
Knoxville, Tenn. (3)	65	39	3,215	2,283	8,106	7,180
Lafayette, La. (3)	93	64	1,243	—	3,023	—
Las Vegas-Henderson (3)	81	136	433	974	4,758	3,953
Lexington, Ky. (3)	83	131	1,276	1,187	7,834	7,310
Lincoln-Hastings-Kearney, Neb. (3)	103	121	1,126	1,038	4,972	4,388
Little Rock, Ark. (3)	56	87	1,377	1,298	8,095	6,364
Los Angeles (11)	2	2	11,874	11,058	193,385	164,675
Louisville, Ky. (4)	38	58	3,546	2,954	15,350	13,448
Lubbock, Tex. (3)	108	92	1,259	1,150	3,132	2,722
Madison, Wis. (3)	84	79	1,238	1,205	5,590	5,656
Memphis (4)	41	53	2,743	2,562	15,163	14,852
*Miami (7)	12	9	3,414	3,283	50,914	41,586
*Milwaukee (5)	28	38	3,043	2,843	24,830	23,734
Minneapolis-St. Paul (4)	16	17	3,292	3,190	45,989	40,787
Mobile, Ala.-Pensacola, Fla. (3)	69	48	1,549	1,418	9,976	8,142
Monroe, La.-El Dorado, Ark. (3)	117	89	1,476	1,359	3,402	3,082
Montgomery, Ala. (3)	99	63	1,659	1,427	5,081	4,224
Nashville (4)	40	62	2,648	2,421	16,062	14,423
New Orleans (4)	30	32	3,185	2,952	18,765	15,763
New York (10)	1	1	18,741	17,911	207,004	180,919
Norfolk-Portsmouth-Npt News-Hampton, Va. (5)	47	52	2,137	2,010	10,855	9,075
*Odessa-Midland-Monahans, Tex. (3)	128	111	867	951	2,487	2,257
Oklahoma City-Enid (5)	32	47	2,590	2,105	17,520	15,789
Omaha (3)	57	61	1,953	1,960	9,399	8,496
Orlando-Daytona Beach, Fla. (4)	36	30	2,438	2,253	21,642	17,001
Paducah, Ky.-Cape Grd., Mo.-Harrisburg, Ill. (3)	89	67	2,259	1,680	5,379	4,452
Pasco, Wash. (3)	137	116	367	364	1,503	1,280
Peoria, Ill. (3)	87	97	1,238	1,186	5,328	4,872
Philadelphia (7)	5	7	7,801	7,727	102,919	92,828
Phoenix-Mesa (7)	20	18	2,446	2,127	38,344	31,110
Pittsburgh (5)	15	19	4,753	4,582	50,438	44,261
Portland, Ore. (4)	26	31	2,390	2,220	31,002	28,756
Portland-Poland Spring, Me. (3)	92	84	1,304	1,264	6,036	4,980
Providence-New Bedford, Mass. (3)	44	74	3,893	3,809	15,510	14,363
Raleigh-Durham, N.C. (3)	52	45	2,834	2,686	13,879	12,771
Reno (3)	111	91	602	594	2,982	2,298
Richmond-Petersburg, Va. (3)	82	49	1,666	1,570	7,953	6,032
Roanoke-Lynchburg, Va. (3)	79	60	1,861	1,722	7,076	6,502
Rochester, N.Y. (4)	54	137	1,825	1,726	11,926	11,398
Rochester-Austin, Minn.-Mason City, Iowa (3)	124	122	1,174	991	2,901	2,735
Rockford-Freeport, Ill. (4)	97	106	1,299	1,302	4,266	3,470
Sacramento-Stockton, Calif. (4)	23	33	2,618	2,348	33,406	28,977
St. Louis (5)	18	20	3,908	3,807	39,570	40,085
Salinas-Monterey-San Jose, Calif. (4)	87	135	1,316	816	6,988	5,748
Salt Lake City-Ogden-Provo (4)	37	48	1,748	4,675	19,270	16,288
San Antonio, Tex. (4)	39	27	2,325	1,933	13,550	12,113
San Diego (3)	24	21	3,918	3,618	31,324	28,039
*San Francisco-Oakland (8)	4	6	5,258	4,826	92,776	85,963

Local		Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)		1980 (000)	1980 (000)
16,223	15,477	430	438	40,217	37,679	6.7	27,277	12,940
18,516	18,990	688	772	20,906	21,878	-4.4	19,290	1,616
47,504	39,041	760	661	108,387	92,292	17.4	49,517	58,870
4,688	4,417	178	168	8,531	7,756	10.0	8,635	-103
1,382	1,401	106	90	3,903	3,660	6.6	3,945	-42
29,789	28,551	693	746	55,740	51,222	8.8	39,293	16,447
5,880	6,400	103	161	11,089	11,025	0.6	10,168	922
9,357	9,030	298	466	24,678	21,791	13.2	15,204	9,473
3,555	3,613	289	225	9,164	8,242	11.2	6,878	2,286
3,677	3,778	246	132	9,593	8,868	8.2	6,975	2,619
2,602	2,418	75	63	6,149	5,708	7.7	4,913	1,236
22,719	21,626	592	668	47,273	43,209	9.4	29,175	18,097
8,317	7,835	348	408	17,433	15,371	13.4	9,381	8,052
7,296	—	33	—	10,693	—	—	6,805	3,888
9,189	11,311	291	164	12,621	14,598	-13.5	16,106	-3,486
4,623	4,582	538	346	12,339	11,817	4.4	12,675	-335
4,775	4,189	194	151	9,784	9,079	7.8	9,351	433
13,217	11,984	821	822	20,818	18,259	14.0	18,784	2,034
192,559	172,576	7,495	6,757	332,773	292,093	13.9	238,479	94,295
15,690	15,717	1,209	1,235	30,083	27,894	7.8	25,280	4,802
5,467	5,039	150	177	8,828	8,076	9.3	6,959	1,869
6,935	5,296	415	288	12,147	10,672	13.8	9,592	2,555
15,291	17,511	677	1,118	28,630	30,310	-5.5	23,436	5,194
49,214	40,452	2,182	2,018	87,211	72,880	19.7	51,529	35,682
23,952	21,966	1,212	817	45,592	41,847	8.9	37,107	8,485
36,033	32,469	1,705	1,423	72,227	64,863	11.4	50,529	21,698
7,351	6,317	157	161	16,360	13,678	19.6	10,507	5,853
3,774	3,861	316	305	7,659	7,314	4.7	5,676	1,983
4,501	4,009	126	95	10,151	8,782	15.6	6,047	4,104
14,813	15,014	712	718	28,800	27,718	3.9	24,651	4,149
26,263	27,234	781	737	42,462	40,697	4.3	31,073	11,389
200,291	167,847	8,057	6,928	362,033	311,557	16.2	267,453	94,580
16,005	14,767	1,078	816	25,106	22,861	9.8	19,890	5,216
3,205	2,915	80	83	5,977	5,641	6.0	5,189	788
21,222	18,794	976	713	37,989	32,574	16.6	32,035	5,955
12,239	11,037	380	234	20,596	18,719	10.0	16,385	4,210
17,082	14,673	908	685	34,767	28,887	20.4	22,806	11,961
4,641	4,428	109	40	11,122	9,613	15.7	7,611	3,511
1,842	1,622	44	60	3,271	2,901	12.8	2,767	504
6,167	6,047	230	329	11,257	10,736	4.9	9,642	1,616
58,793	52,227	2,895	3,052	140,889	126,454	11.4	100,799	40,090
27,593	25,986	1,148	989	58,763	50,094	17.3	38,272	20,491
30,935	27,920	3,655	2,628	72,396	64,632	12.0	53,412	18,983
23,146	19,171	997	629	47,524	42,081	12.9	35,646	11,877
5,143	4,964	279	157	10,886	10,025	8.6	8,618	2,268
10,949	10,005	1,095	923	26,024	24,010	8.4	23,099	2,925
10,307	8,741	562	584	23,042	20,862	10.4	16,750	6,292
6,270	5,818	74	76	8,458	7,550	12.0	6,573	1,885
10,743	9,111	682	507	17,513	16,127	8.6	11,805	5,708
6,189	5,653	202	221	13,117	12,095	8.4	8,756	4,361
11,344	9,918	575	406	21,294	19,569	8.8	25,238	-3,944
3,324	3,127	85	87	6,650	6,146	8.2	6,314	336
6,223	5,919	232	194	10,322	9,538	8.2	9,387	935
22,820	21,763	1,350	613	50,607	45,122	12.2	40,230	10,377
37,008	31,126	2,396	2,454	67,027	63,145	6.1	48,562	18,465
10,810	9,957	654	595	16,665	14,571	14.4	19,155	-2,490
18,984	17,945	1,223	819	34,618	31,241	10.8	28,577	6,041
18,123	16,206	573	696	29,352	26,312	11.6	15,838	13,514
22,880	20,823	593	545	48,640	43,896	10.8	30,453	18,187
86,660	75,412	3,663	3,520	154,115	139,237	10.7	109,499	44,616



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Market (number of stations reporting in parentheses) ²	Time sales ¹		Network		Spot	
	Revenue rank	Profile rank	1980 (000)	1979 (000)	1980 (000)	1979 (000)
San Juan-Caguas, P.R. (3)	29	41			48,080	34,831
Savannah, Ga. (3)	114	112	1,286	941	3,077	2,670
Seattle-Tacoma (4)	17	14	3,433	3,063	46,263	44,588
Shreveport, La.-Texarkana, Tex. (3)	77	73	1,582	1,546	6,736	5,733
Sioux City, Iowa (3)	116	101	1,334	1,241	3,140	2,475
Sioux Falls-Mitchell, S.D. (3)	120	130	1,436	1,377	4,157	789
South Bend-Elkhart, Ind. (4)	91	104	1,215	1,132	5,119	5,109
Spokane, Wash. (3)	72	50	1,365	1,332	10,940	9,325
Springfield, Mo. (3)	98	77	1,425	1,367	4,720	3,709
Springfield-Decatur-Champaign-Urbana, Ill. (5)	88	114	1,958	1,810	7,197	5,831
Syracuse, N.Y. (3)	80	88	2,491	2,491	10,536	9,923
Tampa-St. Petersburg, Fla. (5)	19	13	3,851	3,453	38,356	29,999
Terre Haute, Ind. (3)	118	76	1,925	1,670	2,971	2,380
Traverse City-Cadillac, Mich. (3)	132	132	850	711	2,609	2,556
Tucson, Ariz. (4)	71	127	1,028	919	7,342	6,487
*Tulsa, Okla. (4)	86	57	1,657	1,588	9,726	9,065
Washington (6)	10	15	3,974	4,036	73,833	65,194
Wichita Falls, Tex.-Lawton, Okla. (3)	118	108	801	804	3,024	2,368
Wichita-Hutchinson, Kan. (3)	63	51	1,550	1,463	7,814	6,744
Wilkes Barre-Scranton, Pa. (3)	78	98	1,940	1,765	7,709	6,545
Yakima, Wash. (3)	138	115	495	489	2,201	1,924
Youngstown, Ohio (3)	102	105	1,091	1,015	7,649	7,170
Markets of three or more stations			321,025	304,912	2,759,556	2,444,615
Markets of less than three stations			47,395	39,519	149,155	119,693
All markets			368,420	344,431	2,908,711	2,564,308

*One or more stations did not report data for the full year.

¹ Time sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparison in these categories should be made with caution.

Atlanta tops list of per-home market revenues

In the table below, total broadcast revenues for the FCC-reported markets are divided by the total number of television households contained in that Area of Dominant Influence, as defined by Arbitron Television in May 1981. There are three markets—Honolulu, Pasco, Wash., and San Juan-Caguas, P.R.—that are not included since Arbitron defines no ADI for them.

Market	\$ per home	Market	\$ per home
Atlanta	90.49	San Diego	70.54
Dallas-Fort Worth	89.92	Washington	70.31
Denver	89.20	Baton Rouge, La.	69.98
Houston-Galveston, Tex.	88.16	Minneapolis-St. Paul	69.63
Phoenix-Mesa, Ariz.	84.80	Jacksonville, Fla.	69.49
Anchorage	83.12	Salt Lake City-Ogden-Provo, Utah	69.47
Miami	81.55	Seattle-Tacoma, Wash.	69.41
San Francisco-Oakland	80.86	Baltimore	68.33
Los Angeles	80.53	Lafayette, La.	67.63
New Orleans	76.92	Milwaukee	67.48
Boston	76.61	Detroit	67.41
Oklahoma City-Enid	73.55	Rochester, N.Y.	66.98
Indianapolis-Bloomington	72.97	Tucson, Ariz.	66.96
Chicago	71.58	St. Louis	66.18
Cincinnati	71.22	Sacramento-Stockton, Calif.	65.74
Las Vegas-Henderson, Nev.	70.98	Columbus, Ohio	65.35
Kansas City, Mo.	70.94	Portland, Ore.	65.31
		Montgomery, Ala.	64.82
		Corpus Christi, Tex.	64.74
		Boise-Nampa, Idaho	64.57
		Fresno-Hanford-Tulare-Visalia, Calif.	64.34
		Lubbock, Tex.	63.92
		San Antonio, Tex.	63.68
		Beaumont-Port Arthur, Tex.	62.99
		Omaha	62.98
		Buffalo, N.Y.	62.38
		Madison, Wis.	62.35
		Columbia, S.C.	62.17
		Charlotte, N.C.	61.85
		Charleston, S.C.	61.19

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Local		Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)		1980 (000)	1980 (000)
4,422	7,217	1,120	1,120	45,141	34,070	32.5	37,528	7,613
4,385	3,555	114	105	7,876	6,616	19.0	7,126	750
35,983	29,752	1,226	912	72,092	64,802	11.2	44,680	27,412
7,140	7,248	187	131	13,281	12,574	5.6	10,263	3,018
3,845	3,685	285	256	7,743	6,859	12.9	6,384	1,360
2,761	2,376	172	93	7,375	6,829	8.0	7,558	-183
6,309	6,183	428	388	10,918	10,854	0.6	9,923	996
5,333	5,515	125	183	15,067	13,839	8.9	9,398	5,669
5,366	5,119	444	237	10,274	9,164	12.1	7,511	2,764
9,125	9,164	614	250	16,699	15,528	7.5	16,042	657
8,386	8,363	348	564	18,295	17,773	2.9	16,199	2,096
31,077	28,091	1,317	1,255	63,068	52,416	20.3	32,870	30,198
3,795	3,567	141	183	7,870	6,863	14.7	5,062	2,808
2,130	1,998	297	274	5,330	4,831	10.3	5,990	-660
9,682	8,540	471	396	15,489	13,744	12.7	15,558	-69
16,212	14,074	409	266	24,336	21,860	11.3	19,476	4,860
44,582	38,035	2,116	1,870	101,008	87,783	15.1	75,189	25,819
4,180	4,080	34	204	7,425	6,815	9.0	6,538	887
9,983	8,816	502	349	17,457	15,391	13.4	11,821	5,636
6,133	6,200	622	487	13,746	12,774	7.6	12,246	1,500
2,267	2,138	120	142	4,360	3,987	9.4	3,756	604
3,054	3,173	296	259	9,850	9,514	3.5	8,871	979
2,312,979	2,099,281	110,785	94,885	4,611,405	4,142,580	11.3	3,339,536	1,271,869
165,936	145,484	7,635	5,733	331,142	280,984	17.9	275,088	56,054
2,478,915	2,244,766	118,420	100,618	4,942,547	4,423,564	11.7	3,614,625	1,327,923

² Excludes 24 satellites that filed combined reports with their parent stations. Includes television specialty stations with religious formats, provided that 50% or more of the revenues of those stations came from the sale of time to advertisers.

³ Before federal income tax.

Minus sign denotes loss.

Market	\$ per home	Market	\$ per home
Dayton, Ohio	60.96	Sioux City, Iowa	50.08
Orlando-Daytona Beach, Fla.	60.93	Cedar Rapids-Waterloo, Iowa	49.42
Tampa-St. Petersburg, Fla.	60.93	Lexington, Ky.	49.10
Pittsburgh	60.84	Yakima-Pasco, Wash.	48.94
Bakersfield, Calif.	60.64	Evansville, Ind.	48.93
Tulsa, Okla.	60.40	Spokane, Wash.	48.61
Fort Wayne, Ind.	59.81	Peoria, Ill.	48.35
Hartford-New Haven-New Britain-Waterbury, Conn.	59.70	Harrisburg-Lancaster-York-Lebanon, Pa.	48.32
Philadelphia	59.36	Terre Haute, Ind.	48.25
Austin, Tex.	59.12	Rochester-Austin, Minn.-Mason City, Iowa	48.15
Louisville, Ky.	58.96	Bangor, Me.	48.11
Reno	58.65	Des Moines-Ames, Iowa	47.74
Fort Myers-Naples, Fla.	58.07	Little Rock, Ark.	47.42
Springfield-Decatur-Champaign-Urbana, Ill.	58.00	Erie, Pa.	47.23
Colorado Springs-Pueblo, Colo.	57.84	Wichita Falls, Tex.-Lawton, Okla.	46.96
Cleveland	57.45	Fort Smith, Ark.	46.84
New York	57.24	Nashville	46.39
Rockford-Freeport, Ill.	56.55	Monroe, La.-El Dorado, Ark.	46.36
Birmingham, Ala.	56.26	Grand Rapids-Kalamazoo, Mich.	46.24
Albuquerque, N.M.	55.00	Savannah, Ga.	46.24
El Paso, Tex.	54.52	Abilene-Sweetwater, Tex.	46.23
Albany-Schenectady-Troy, N.Y.	54.87	Greenville-Spartanburg, S.C.-Asheville, N.C.	45.86
Norfolk-Portsmouth-Newport News-Hampton, Va.	53.72	Knoxville, Tenn.	45.76
Syracuse, N.Y.	53.01	Green Bay, Wis.	45.57
Greenville-Washington-New Bern, N.C.	52.53	Richmond-Petersburg, Va.	45.41
Odessa-Midland-Monahans, Tex.	51.39	Idaho Falls-Pocatello	45.12
Memphis	51.08	Augusta, Ga.	45.01
		Providence, R.I.-New Bedford, Mass.	44.80

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Market	\$ per home	Market	\$ per home
Davenport, Iowa-Rock Island-Moline, Ill.	44.70	Columbia-Jefferson City, Mo.	39.56
Wichita-Hutchinson, Kan.	44.51	Lincoln-Hastings-Kearney, Neb.	39.43
Raleigh-Durham, N.C.	44.19	Portland-Poland Spring, Me.	38.98
Mobile, Ala.-Pensacola, Fla.	43.91	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	38.08
Binghamton, N.Y.	43.76	Traverse City-Cadillac, Mich.	37.90
Youngstown, Ohio	43.46	Joplin, Mo.-Pittsburg, Kan.	37.72
Duluth, Minn.-Superior, Wis.	43.28	Huntsville-Decatur, Ala.	37.26
Greensboro-Winston Salem-High Point, N.C.	43.26	Charleston-Huntington, W. Va.-Ashland, Ky.	36.88
Flint-Saginaw-Bay City, Mich.	42.22	Sioux Falls-Mitchell, S.D.	35.74
Jackson, Miss.	41.94	Columbus, Ga.	35.67
South Bend-Elkhart, Ind.	41.56	Johnstown-Altoona, Pa.	35.56
Amarillo, Tex.	41.45	Roanoke-Lynchburg, Va.	35.48
Springfield, Mo.	41.42	Johnson City-Kingsport-Bristol, Tenn.	35.25
Chattanooga, Tenn.	41.40	Shreveport, La.-Texarkana, Tex.	32.53
Albany-Thomasville, Ga.-Tallahassee, Fla.	40.67	Wilkes Barre-Scranton, Pa.	29.31

7. Small market revenues and expenses (markets 100 and smaller)

Amounts in thousands	224 VHF stations	78 UHF stations	Total 302 stations
Broadcast revenues			
Network sale compensation	\$75,626	\$10,316	\$85,942
Total non-network sales to advertisers	613,911	106,945	720,856
To national and regional advertisers	298,475	42,472	340,947
Sale of station time	297,069	42,246	339,315
Other than sale of station time	1,406	226	1,632
To local advertisers	315,436	64,473	379,909
Sale of station time	301,915	61,864	363,779
Other than sale of station time	13,521	2,609	16,130
Sales to other than advertisers	9,408	1,354	10,762
Gross broadcast revenues	698,945	118,616	817,561
Deduct: Commissions to agencies representatives, etc.	94,217	13,791	108,008
Total: Net broadcast revenues ¹	604,728	104,825	709,553
Broadcast expenses			
Total technical expense	56,616	16,020	72,636
Technical payroll	33,568	7,066	41,534
All other technical expense	23,048	8,954	31,102
Total program expenses	165,846	31,359	197,205
Payroll for employees considered "talent"	15,254	2,144	17,398
Payroll for all other program employees	58,404	12,565	70,969
Rental and amortization of film and tape	42,078	7,151	49,229
Records and transcriptions	469	83	552
Cost of outside news services	4,550	718	5,268
Payments to talent	1,169	295	1,464
Music license fees	9,201	1,639	10,840
Other performance and program rights	13,353	722	4,075
All other program expenses	31,364	6,044	37,408
Total selling expenses	64,490	15,362	79,852
Selling payroll	39,052	9,332	48,384
All other selling expenses	25,438	6,030	31,468
Total general and administrative expenses	207,856	51,995	259,851
General and administrative payroll	32,077	7,214	39,291
Depreciation and amortization	56,866	15,157	72,023
Interest	24,021	9,141	33,162
Allocated costs of management from home, office or affiliate(s)	15,390	1,279	16,669
Other general and administrative expense	79,502	19,204	98,706
Total broadcast expenses ¹	494,808	114,736	609,544
Total broadcast income (before federal income tax)	109,920	(9,911)	100,009

¹ Last digits may not add due to rounding. Stations that report less than \$25,000 in total revenues are required to report only total net broadcast revenues and total expense. Therefore the individual items of revenue and expense may not add to total.

Continued from page 42.

between \$10 million and \$15 million. Forty-six VHF's—38 of which were affiliates—and four independent UHF stations claimed profits of between \$5 million and \$10 million. Fifty-five VHF's (50 affiliates) and five UHF's earned profits of between \$3 million and \$5 million. Seventy VHF stations (68 affiliates) and 12 UHF stations (five affiliates) claimed profits of between \$1.5 million and \$3 million. Forty-one VHF's (40 affiliates) and six UHF's (three affiliates) said they earned between \$1 million and \$1.5 million.

Fifty-two VHF's (11.5%) reported losses in 1980 as did 82 UHF's (41.6%). Forty-six affiliated VHF's claimed losses (10.8%) as did 38 UHF affiliates (32.8%). Six independent VHF's reported losses (20.7%) while 44 independent UHF's reported losses (54.3%). Twenty-one VHF stations (16 affiliates) and 46 UHF stations (18 affiliates) reported losses of \$400,000 or more. Thirteen VHF's (all affiliates) and 11 UHF's (five affiliates) reported losses of between \$200,000 and \$500,000. Seven VHF's (six affiliates) and seven UHF's (four affiliates) reported losses of between \$100,000 and \$200,000. Two VHF's—both affiliates—and nine UHF's (eight affiliates) reported losses of between \$50,000 and \$100,000.

The television industry employed 70,822 full-time and 7,449 part-time (78,271 total) and had a payroll totaling \$1.8 billion. The networks employed 14,838 full-time and 1,752 part-time (16,590) with a payroll of \$558 million. Five hundred and seven VHF stations reported employing a total of 45,719 full-time and 4,442 part-time with a payroll amounting to \$1.1 billion. Two hundred and eighteen UHF stations reported

employing a total of 10,265 full-time and 1,255 part-time with a payroll amounting to \$189 million.

The total property investment at original cost reported by the television industry totaled \$3.6 billion (minus depreciation: \$1.9 billion). Of the total investments, the networks accounted for \$604.7 million (minus depreciation: \$303.1 million); VHF stations, \$2.4 billion (minus depreciation: \$1.2 billion); and UHF's, \$602.7 million (minus depreciation: \$362.5 million). The VHF station average was \$4.8 million (minus depreciation: \$2.4 million), and the UHF station average was \$2.8 million (minus depreciation: \$1.7 million).

Small-market television stations—those in markets below the top 100—(302 in all)—reported revenues of \$709.6 million. The 224 small-market VHF's reporting accounted for \$604.7 million while the 78 small-market UHF's reporting claimed revenues of \$104.8 million.

Small-market stations reported expenses totaling \$609.5 million, with VHF's accounting for \$494.8 million and UHF's \$114.7 million.

Small-market profits totaled \$100 million, with VHF's reporting a pre-tax gain of \$109.9 million and UHF's claiming losses of \$9.9 million.

Notes. The FCC uses the following definitions in line items in its annual television figures.

All other selling expenses: Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

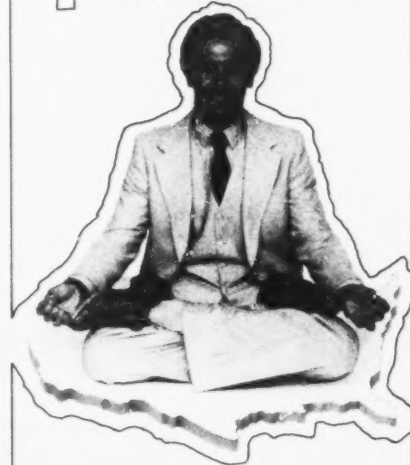
All other technical expenses: Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

8. Small market winners and losers

Total	Network-affiliate		Independent	
	VHF	UHF	VHF	UHF
Total number of stations reporting ¹	192	69	183	60
Number of stations reporting profits	155	32	151	31
Profitable stations as percent of total	80.7	46.4	82.5	51.7
Number of stations reporting profits of:				
\$15,000,000 or over				
10,000,000-15,000,000				
5,000,000-10,000,000	3		2	1
3,000,000-5,000,000	2		2	
1,500,000-3,000,000	14		14	
1,000,000-1,500,000	17		17	
600,000-1,000,000	37	2	36	2
400,000-600,000	23	6	22	6
200,000-400,000	28	3	27	3
100,000-200,000	14	9	14	9
50,000-100,000	12	2	12	2
25,000-50,000	3	8	3	8
Less than 25,000	2	2	2	1
Number of stations reporting losses	37	37	32	29
Unprofitable stations as percent of total	19.3	53.6	17.5	48.3
Number of stations reporting losses of:				
Less than \$10,000	3	2	3	1
10,000-25,000	1		1	
25,000-50,000	3	3	3	2
50,000-100,000	2	8	2	8
100,000-200,000	6	4	5	3
200,000-400,000	8	5	8	4
400,000 and over	14	15	10	11

¹ Stations operating full year only excluding satellite and religious stations. Profits (Broadcast Income) are before Federal income tax.

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9. 1980 network and station revenue breakouts

(Amounts in millions)

	3 National Networks	15 NW Owned, Operated VHF	Other VHF stations		UHF stations		VHF	UHF	TV Stations	Networks and TV Stations
			Affiliates	Independents	Affiliates	Independents				
Broadcast revenues										
Network sales, Gross	4,796.1									4,796.1
Deduct: Payments to owned and operated stations	45.5									45.5
Deduct: Payments to other affiliated stations	310.9									310.9
Retained from network sales ²	4,439.7	45.8	281.8	2.8	29.9	8.2	330.4	38.1	368.4	4,808.1
Non-network sales to advertisers, Total	—	805.0	3,257.3	648.8	321.2	438.4	4,711.1	759.6	5,470.9	5,470.9
To national and regional advertisers, Total	—	431.4	1,707.2	398.8	150.5	341.0	2,537.4	391.5	2,928.9	2,928.9
Sale of station time	—	431.1	1,689.8	398.1	149.7	240.0	2,519.0	389.7	2,908.7	2,908.7
Other than sale of station time	—	0.3	17.4	0.7	0.8	1.0	18.4	1.8	20.2	20.2
To local advertisers, Total	—	373.6	1,550.1	250.0	170.7	197.4	2,173.7	368.1	2,542.0	2,542.0
Sale of station time	—	371.8	1,510.1	243.6	165.2	188.0	2,125.6	353.2	2,478.9	2,478.9
Other than sale of station time	—	1.8	39.9	6.4	5.5	9.4	48.1	14.9	63.1	63.1
Sales to other than advertisers	146.0	3.2	27.3	8.5	3.2	9.7	39.0	12.9	51.9	197.9
Gross broadcast revenues	4,585.7	854.0	3,566.4	660.1	354.4	456.3	5,080.5	810.7	5,891.2	10,476.9
Deduct: Commissions to agencies representatives, etc.	720.5	153.7	559.8	114.7	49.6	70.9	828.2	120.5	948.7	1,669.2
Net broadcast revenues	3,865.2	700.3	3,006.6	545.4	304.8	385.4	4,252.3	690.2	4,942.5	8,807.7

¹Last digits may not add due to rounding.

²Station data include payments from networks other than ABC, CBS or NBC.

10. 1980 network and station expense breakouts

	Networks	18 network O&O's	Other VHF stations		UHF stations		Total VHF	Total UHF	Total TV stations	Networks and TV stations
			Affiliates	Independents	Affiliates	Independents				
Broadcast expenses¹										
Technical expenses, Total	2	\$ 51.8	221.1	39.2	37.4	40.5	312.1	77.9	390.0	2
Technical payroll	2	29.5	153.4	30.6	19.4	22.1	213.5	41.5	255.0	2
All other technical expenses	2	22.3	67.7	8.6	18.0	18.3	98.6	36.3	135.0	2
Program expenses, Total	211.5 ² 403.3 ³	269.5	842.6	227.0	95.4	153.8	1,339.1	249.2	1,588.3	5,094.2 ²
Payroll for employees considered "talent"	402.2 ²	24.2	72.1	10.9	5.9	3.0	107.2	8.9	116.0	1,271.1 ²
Payroll for all other program employees		106.8	301.2	27.8	38.7	22.2	435.8	60.9	496.8	
Rental and amortization of film and tape	1,791.2 ⁴	51.1	228.4	137.4	24.9	87.2	416.9	112.1	529.0	2,320.2
Records and transcriptions	5.8	0.4	1.9	0.2	0.2	0.1	2.5	0.3	2.8	8.6
Cost of outside news services	NA	5.5	19.4	4.2	2.4	1.5	29.1	3.8	32.9	32.9
Payments to talent	NA	13.0	8.6	1.2	0.5	1.2	22.9	1.7	24.6	24.6
Music license fees	9.1	12.7	49.1	7.4	4.8	4.8	69.2	9.6	78.8	87.9
Other performance and program rights	197.1	10.3	16.0	14.1	2.2	12.6	40.4	14.8	55.2	252.3
All other program expenses	709.4 ^{2, 3}	45.6	145.8	23.8	15.8	21.3	215.2	37.1	252.2	1,096.8 ²
Selling expenses, Total	160.1	72.1	275.8	46.9	41.7	50.6	394.8	92.4	487.2	647.3
Selling payroll	27.8	19.8	141.2	19.8	23.9	20.1	180.8	44.0	224.8	252.6
All other selling expenses	132.3	52.3	134.5	27.1	17.9	30.6	213.9	48.5	262.4	394.7
General and administrative expenses, Total	263.6	98.4	722.9	96.8	114.2	116.8	918.1	231.1	1,149.2	1,412.8
General and administrative payroll	126.8	16.6	104.5	14.6	16.7	16.6	135.7	33.3	169.0	295.8
Depreciation and amortization	40.6	12.4	167.1	18.2	31.8	28.6	197.7	60.4	258.1	298.7
Interest	NA	—	64.0	9.9	15.6	20.2	73.9	35.8	109.7	109.7
Allocated costs of management from home office of affiliate(s)	NA	32.6	78.9	7.8	7.2	9.9	119.3	17.1	136.4	136.4
Other general and administrative expenses	96.2	36.7	308.4	46.3	43.0	41.6	391.4	84.6	475.9	572.1
Total broadcast expenses	3,539.6⁵	491.8	2,062.4	409.9	288.8	361.8	2,984.1	650.5	3,614.6	7,154.2

¹Last digits may not add due to rounding.

²Because methods of treating technical and program expense differ among the networks, the two figures were combined.

³Includes \$73,059,138 for cost of inter-city and intra-city program relay circuits.

⁴Amortization expense on programs obtained from others.

⁵The networks reported spending \$486 million on their news and public affairs operations; this figure contains costs already included in other expense items.

NA Individual detail not reported.

Broadcast income: Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

Commissions: Amounts paid to agencies, representatives and brokers (but not to staff salesmen or employees) and cash discounts.

General and administrative expenses: Expenses which cannot be classified in the technical, program, or selling categories.

Gross broadcast revenues: Total sales to advertisers plus revenues from sales to other than advertisers.

Local sales: Sales of station time, programs, materials or services placed by or on behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

Markets: The assignment of stations to TV markets, for purposes of this report, is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of the two major rating services, Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, for this report, satellite stations are assigned to their own individual markets rather than to the parent station market.

National/regional sales: Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

Net broadcast revenues: Gross broadcast revenues less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts.

Network compensation: Amounts received by stations from programing networks for carrying the networks' programs and advertising.

Network sales: Sales of network services, including time, programs, materials facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from non-national or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts, and commissions.

Payroll: Salaries, wages, bonuses, and commissions to staff.

Sales other than sale of station time: All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

Sales to other than advertisers: Revenues from the supply of materials, facilities, or services not associated with the station's time sales.

Total sales to advertisers: Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salesmen or employees.

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Interchangeable processors for emergency back-up automatic operation.	YES	NO	NO	NO
One type of source card for all source interfacing	YES	YES	NO	NO
All audio specifications are from 40 to 20,000 Hz	YES	NO	NO	NO
Circuit board redundancy for ease of servicing	YES	NO	NO	NO
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Law & Regulation

Enough competition, too much regulation

That's the consensus of industry groups asked to respond to House Telcomsubcom survey

Television broadcasting and networking exist in a rarefied, highly regulated atmosphere, but evidence of monopoly power in the industry is at best, "ambiguous and mixed." In radio, "limited data and crude analysis suggest, tentatively," that markets are competitive.

No matter what sort of creature the FCC and market forces have created in broadcasting thus far, the future, with its emerging, competing technologies, is likely to bring much more competition among mass media services, especially in video.

That's how the industry responded to a survey by House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) who is trying to establish where and how much competition exists in the communications industry. Last week, subcommittee staffers began studying a mass of information, gathered through oral hearings and the written survey, that will form the base for a report on the status of competition in telecommunications. They hope to have completed their report by early September, when subcommittee members will use it as their data base when drafting amendments to the Communications Act of 1934.

Questionnaires were sent to the National Association of Broadcasters, the National Radio Broadcasters Association, the National Cable Television Association, the three major networks and a number of group station owners and cable system operators. They asked for listings of total market and company revenues, the number of present and anticipated competitors, availability and "cross-elasticity" of similar services, initial investment required for entry into a market and barriers to entering a market, what it takes to become a "going concern," a breakdown of assets and expenses, an assessment of the availability of capital for expansion, net income and information about cross-ownership in other communications entities.

A number of broadcasters and MSO's that responded sent their annual reports and other public information. "There was no protection for proprietary information," said NCTA General Counsel Brenda Fox, "so many firms may not have provided it."

Spokesmen for ABC, CBS, NBC and Storer Broadcasting said their responses had been relatively brief, because the NAB's had been comprehensive and there was no need to repeat its information.

The NAB hired National Economic Research Associates Inc., a Washington

consulting firm, to compile an overview of competition in broadcasting. It drew heavily on the FCC's 1979 financial figures and a number of government and private studies, all of them previously published. No new information could be compiled, said Donald L. Martin, the NERA executive who prepared NAB's response, because the subcommittee asked that its survey be answered only three weeks after its initial mailing.

According to the NERA report, government regulations have kept prices and profits at "artificially high levels" in

broadcasting without bestowing "significant monopoly power on any one firm." This does not mean, however, that broadcasters reap consistently high profits. "Barriers to entry may keep up revenues, but they cannot keep costs down. Therefore, many broadcasters will make only normal returns and others will suffer losses."

It is widely believed that the FCC's 1952 Sixth Report and Order on Television Assignments is largely responsible for the high rates of return in broadcasting, said the NERA report. Because UHF stations

CBS's argument for TV deregulation: Video competition in the top-50 markets

	% of homes passed	CABLE Average number of channels	MDS channels	Total UHF & VHF channels	Video- cassette players	Radio stations
1. New York	28%	29	3	14	177,554	39
2. Los Angeles	23	23	3	18	115,314	32
3. Chicago	6	27	2	11	78,652	39
4. Philadelphia	23	27	2	10	65,011	30
5. San Francisco	59	23	2	12	52,861	28
6. Boston	19	23	2	9	51,367	23
7. Detroit	4	27	2	7	44,335	23
8. Washington	8	29	1	7	38,580	20
9. Cleveland	32	20	3	5	36,465	21
10. Dallas-Ft. Worth	1	35	2	6	33,465	20
11. Pittsburgh	42	13	1	6	32,186	22
12. Houston	8	16	2	6	31,759	26
13. Minneapolis-St. Paul	3	30	1	6	27,923	24
14. St. Louis	4	18	1	6	27,709	20
15. Seattle-Tacoma	41	23	2	7	31,759	26
16. Atlanta	10	33	1	6	26,850	23
17. Miami	19	34	1	9	26,644	17
18. Tampa-St. Petersburg	49	22	2	6	25,578	13
19. Baltimore	5	28	1	6	22,381	22
20. Denver	13	37	1	6	21,315	23
21. Indianapolis	16	21	1	6	21,102	20
22. Sacramento, Calif.	24	21	2	6	20,249	17
23. San Diego	75	32	2	4	19,823	19
24. Portland, Ore.	3	19	1	5	19,397	24
25. Kansas City, Mo.	30	30	1	6	19,183	19
26. Hartford, Conn.	61	33	3	7	18,757	13
27. Cincinnati	8	28	2	7	18,331	18
28. Milwaukee	10	25	1	6	18,331	19
29. Buffalo	60	28	1	5	17,478	16
30. Nashville	3	16	1	5	16,839	17
31. Phoenix	2	15	1	8	16,626	19
32. Columbus, Ohio	51	23	2	4	15,986	15
33. Providence, R.I.	13	31	2	4	15,773	13
34. Memphis	11	36	1	5	15,347	20
35. Charlotte, N.C.	15	12	1	7	15,347	13
36. New Orleans	12	29	1	5	14,707	23
37. Greenville, N.C.	30	22	1	5	14,707	10
38. Grand Rapids, Mich.	45	19	2	5	14,707	17
39. Oklahoma City	17	30	1	5	14,707	17
40. Orlando, Fla.	44	18	2	5	13,855	12
41. Raleigh, N.C.	23	19	2	4	13,642	10
42. Louisville, Ky.	6	21	1	6	13,428	16
43. Charleston, S.C.	37	14	2	6	13,215	11
44. Birmingham, Ala.	25	26	1	5	12,789	20
45. Salt Lake City	10	12	2	6	12,789	18
46. Harrisburg, Pa.	60	16	2	6	12,789	8
47. Norfolk, Va.	34	31	1	5	12,576	13
48. Wilkes Barre, Pa.	54	20	1	4	12,576	6
49. Albany, N.Y.	60	31	1	4	12,576	11
50. Dayton, Ohio	51	30	1	4	11,936	12

cannot effectively compete with VHF stations, there are fewer TV stations than there could be and there is no real market for additional networks.

Broadcast licensees "behave as if they did not possess market or monopoly power," said the report. "Stations are no less profitable in markets with relatively more licensees or where audience shares are relatively more equal than in markets with relatively few licensees or where the lack of channel assignments prevents new stations from entering."

The FCC's 1952 order allowed a greater profit margin in larger markets and higher rates of return for network affiliates by protecting network profits from the competitive entry of additional networks, said the report. However, the report said, broadcast rates of return are artificially inflated because many are calculated on replacement value or some derivative of the historical value of a station's equipment rather than on the price a licensee paid for a station.

Addressing competition in radio, the NERA report summarized the FCC's reasons for deregulating radio earlier this year. It commented that the FCC's "interpretation of its radio industry data may be suggestive of competitive markets," but "little in their analysis actually tests for the presence of market power."

The FCC's "conjecture about the presence of competition in large radio markets is probably not wrong," said the report, "but its evidence is ambiguous in small markets."

"Lower advertiser demand and collusive station behavior are both consistent with relatively little 'overcommercialization,'" said the report.

The report concludes that potential competition from other media "has considerably reduced opportunities for the exercise of market power by individual broadcasters or groups of broadcasters," and that "whatever market power may have been attributed to television networks in the past, that power is not likely to be sustained in the future."

NCTA submitted a battery of charts to the subcommittee, demonstrating that it competes currently or potentially with other industries on four different fronts, broadcasting, entertainment services, print information services and telecommunications services.

"Today, as well as five to 10 years from now, cable will be only one of many players in the arena," said NCTA.

NRBA submitted copies of two reports it had compiled for its members earlier this year, on potential competition from cable and another on small-market radio.

CBS expanded a report it previously offered the subcommittee to demonstrate competition among video outlets in markets represented by subcommittee members (BROADCASTING, June 8). The expanded report lists video outlets in each of the top 50 markets.

"There simply is no longer any basis for making policy decisions on the shibboleth that there is a scarcity of video channels," said CBS. "The video distribution logjam is simply gone."

STC answers opposition

Comsat subsidiary asks FCC to reject nine petitions to deny filed by NAB, ABC and AMST, among others; NBMC supports STC

Satellite Television Corp., the Comsat subsidiary that has filed the only DBS application that has been formally accepted for filing by the FCC, has asked the FCC to reject all nine petitions to deny that application. The National Black Media Coalition has filed a petition in support of the STC proposal, also asking the commission to dismiss the nine opposing petitions.

Among those calling for denial of the STC proposal were the National Association of Broadcasters and ABC, which challenged STC on legal, financial and technical grounds. In addition, the Association of Maximum Service Telecasters and the three TV network affiliates associations filed "objections" to the STC application, and called on the commission to hold a hearing concerning its alleged deficiencies.

STC rebutted arguments of NAB and others that the commission was statutorily precluded from authorizing anything but a local broadcast service. The Communications Act does not restrict the commission "to a single licensing structure such as the designation of local service areas for broadcast facilities," said STC. "To the contrary," it argued, "Congress deliberately equipped the FCC with broad discretion to permit prompt responses to changing technological and marketplace conditions in the search for the best means of extending communications service to the entire country."

Regarding allegations that its DBS proposal would harm terrestrial operations economically, STC noted that conventional broadcasters usually raise that issue whenever a new technology is introduced.

STC charged that the NAB took estimates, made in a study by Arthur D. Little Inc., that DBS might win 40% to 80% of the current terrestrial subscription television market, "out of context." The Little study, said STC, "clearly ignores the possibility that STV stations will respond to DBS competition by differentiating their service" or lowering prices.

As to its financial qualifications, STC characterized as "absurd" the suggestion by the NAB that "STC must show that Comsat's current liquid assets exceed its current liabilities by at least \$225 million." The establishment of a cash or cash-equivalent account of that magnitude "years in advance of actual capital needs," it said, "would be a costly and inefficient use of funds. ... [and] a disservice to Comsat's shareholders."

As to the \$400 million line of credit it hopes to secure through a banking syndicate put together by Chase Manhattan, STC said that "reasonable assurance" of the loan's availability is all it needs to prove to the commission at this time.

STC admitted high-definition television was one possible future use of the 12 ghz band. But to reserve the entire band for that purpose would be "unreasonable," it said, especially in light of "recent conclusions by HDTV experts" that "HDTV will not become commercially viable until the 1990's at the earliest."

As to its proposed 16 mhz bandwidth, STC said it has made "what it considers to be reasonable engineering and economic trade-offs and designed a system that will provide a sufficient picture quality without requiring excessive satellite power. ..."

NBMC noted that none of the STC opponents "challenged the validity and excellence of STC's proposed service, nor could they." It noted that STC plans to devote about 50% of its air time to nonentertainment programming. "Service for minorities is explicitly proposed for airing each weekday afternoon or evening," it said.

NBMC and STC recently concluded an agreement (one of the "three or four best ever negotiated," according to the coalition) on STC's commitment to minorities and minority programming. It states:

- Establishment of a "citizen advisory council" with significant minority representation—at least five members—that will meet with STC officials periodically.

- Formation of an Office of Minority Program Services to develop minority and public affairs programming for STC.

- Establishment by STC of EEO goals and timetables, "supplemented with a variety of training and management sensitizing efforts."

- Funding by STC of a program designed to increase minority participation in telecommunications, initially at \$50,000 per year.

- Creation of a minority enterprise small business investment corporation (MESBIC) capitalized at \$1 million.

- An affirmative action program covering procurement and contracting with minority firms.

- Service without charge at various public sites and community centers, particularly in low-income neighborhoods.

CBS-BMI finally come to terms

12-year-old suit is resolved with network agreeing to pay over \$42 million in fees

Broadcast Music Inc. announced last week that 12 years of litigation with CBS had been ended with a settlement "highly favorable to BMI" and the signing of a new five-year music license agreement by CBS extending through 1985.

The entire package, going back to 1969 when CBS filed its "per use" license suit against BMI and the American Society of Composers, Authors and Publishers and extending through 1985, was understood to call for CBS to pay BMI more than \$42 million.

The settlement was said to represent a

The Media

Arbitron and Nielsen estimate country's cable penetration

Cable television was in approximately 21,000,000 U.S. households in May, 26.5% of all U.S. television homes, according to estimates by A.C. Nielsen Co.

Or, from another measurement perspective, cable penetrated 17,376,700 households that month, some 22% of TV homes, according to Arbitron Co.

Both Nielsen and Arbitron have released cable figures based on 1980 census data—each with its own market-by-market results.

Depending on the market, penetration figures vary dramatically. Arbitron, for example, shows the range from 1% penetration in Las Vegas to 99% in Palm Springs, Calif. And the numbers differ with the measurement technique of the services. Nielsen combines Palm Springs with the Los Angeles market for an overall penetration of 18.7%.

The highest percentage of penetration Nielsen found is in the Santa Barbara-Santa Maria-San Luis Obispo, Calif., designated market area (DMA) where 82.5% of the TV homes are served by cable. Three others are shown with more than 70% penetration: Parkersburg, W.Va. (75.4%); Laredo, Tex. (73.5%), and Biloxi-Gulfport, Miss. (71.1%).

Following the 99% high for Palm Springs, the next three on the Arbitron list are Parkersburg (72%), and Santa Barbara-Santa Maria-San Luis Obispo and Lima, Ohio (both 67%).

The Nielsen and Arbitron markets and penetration figures follow:

Arbitron

Market	% penetration
Abilene-Sweetwater, Tex.	60.4
Ada-Ardmore, Okla.	43.9
Albany, Ga.	38.9
Albany-Schenectady-Troy, N.Y.	45.1
Albuquerque, Farmington, N.M.	27.5
Alexandria, La.	45.1
Alexandria, Minn.	31.1
Alpena, Mich.	62.5
Amarillo, Tex.	55.2
Atlanta	19.6
Augusta, Ga.	29.4
Austin, Tex.	41.1
Bakersfield, Calif.	66.3
Baltimore	6.3
Bangor, Me.	25.0
Baton Rouge, La.	33.8
Beaumont-Port Arthur, Tex.	26.2
Beckley-Bluefield-Oak Hill, W. Va.	68.3
Billings, Mont.	43.5
Biloxi-Gulfport, Miss.	71.1
Binghamton, N.Y.	60.5
Birmingham-Anniston, Ala.	32.0
Boise, Idaho	10.4
Boston-Manchester, N.H.— Worcester, Mass.	17.3

Market	% penetration	Market	% penetration
Bristol, Va.-Kingsport, Johnson City, Tenn.	40.0	Indianapolis-Lafayette	23.9
Buffalo, N.Y.	39.8	Jackson, Miss.	36.2
Burlington, Vt.-Plattsburg, N.Y.	42.3	Jackson, Tenn.	46.3
Butte, Mont.	54.5	Jacksonville, Fla.	29.1
Casper-Riverton, Wyo.	68.4	Johnstown-Altoona, Pa.	68.1
Cedar Rapids-Waterloo-Dubuque, Iowa	18.7	Jonesboro, Ark.	47.5
Champaign-Springfield-Decatur, Ill.	50.7	Joplin, Mo.-Pittsburg, Kan.	36.5
Charleston-Huntington, W. Va.	52.5	Kansas City, Mo.	26.4
Charleston, S.C.	28.9	Knoxville, Tenn.	29.2
Charlotte, N.C.	15.3	La Crosse-Eau Claire, Wis.	40.7
Chattanooga	24.5	Lafayette, La.	34.8
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	60.3	Lake Charles, La.	45.2
Chicago	4.5	Lansing, Mich.	41.0
Chico-Redding, Calif.	53.6	Laredo, Tex.	73.5
Cincinnati	12.8	Las Vegas	2.9
Clarksburg-Weston, W. Va.	65.7	Lexington, Ky.	30.3
Cleveland-Akron	20.7	Lima, Ohio	67.1
Colorado Springs-Pueblo	28.3	Lincoln-Hastings-Kearney, Neb.	34.7
Columbia-Jefferson City, Mo.	30.8	Little Rock-Pine Bluff, Ark.	20.6
Columbia, S.C.	29.0	Los Angeles-Palm Springs	18.7
Columbus-Tupelo, Miss.	40.9	Louisville, Ky.	17.0
Columbus, Ga.	39.8	Lubbock, Tex.	40.2
Columbus, Ohio	36.8	Macon, Ga.	52.7
Corpus Christi, Tex.	34.2	Madison, Wis.	30.2
Dallas-Ft. Worth	11.5	Mankato, Minn.	46.7
Davenport, Iowa-Rock Island-Moline, Ill.	31.9	Marquette, Mich.	67.1
Dayton, Ohio	34.7	Mason City, Iowa-Austin-Rochester, Minn.	30.3
Denver	9.9	Medford-Klamath Falls, Ore.	51.1
Des Moines-Ames, Iowa,	28.7	Memphis	18.0
Detroit	4.6	Meridian, Miss.	34.2
Dothan, Ala.	33.1	Miami-Ft. Lauderdale	15.0
Duluth, Minn.-Superior, Wis.	37.7	Milwaukee	11.3
El Paso	41.9	Minneapolis-St. Paul	6.6
Erie, Pa.	32.3	Minot-Bismarck-Dickinson, N.D.	38.6
Eugene, Ore.	56.1	Missoula, Mont.	44.7
Eureka, Calif.	62.6	Mobile-Pensacola, Fla.	33.1
Evansville, Ind.	38.7	Monroe, La.-El Dorado, Ark.	29.9
Fargo-Valley City, N.D.	34.0	Monterey-Salinas, Calif.	65.9
Flint-Saginaw-Bay City, Mich.	30.9	Montgomery, Ala.	38.3
Florence, S.C.	42.8	Nashville-Bowling Green	16.4
Fresno (Visalia), Calif.	17.3	New Orleans	18.6
Ft. Myers-Naples, Fla.	55.5	New York	21.3
Ft. Smith, Ark.	52.4	Norfolk-Portsmouth-Newpt. Nws., Va.	24.2
Ft. Wayne, Ind.	26.6	North Platte-Hayes-McCook, Neb.	34.8
Gainesville, Fla.	57.6	Odessa-Midland-Monahans, Tex.	65.4
Glendive, Mont.	56.4	Oklahoma City	30.0
Grand Junction-Montrose, Colo.	60.9	Omaha	12.1
Grand Rapids-Kalamazoo-B. Creek, Mich.	35.0	Orlando-Daytona Beach, Fla.	39.8
Great Falls, Mont.	44.3	Ottumwa, Iowa-Kirkville, Mo.	47.2
Green Bay, Wis.	17.4	Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	33.8
Greensboro-H. Point-W. Salem, N.C.	21.6	Panama City, Fla.	35.5
Greenville-N. Bern-Washntn, N.C.	28.7	Parkersburg, W. Va.	75.4
Greenville-Spart.-Asheville, N.C.	21.0	Peoria, Ill.	40.1
Greenwood, Miss.	52.7	Philadelphia	26.1
Hagerstown, Md.	56.8	Phoenix-Flagstaff	11.8
Harlingen-Weslaco, Tex.	27.2	Pittsburgh	43.9
Harrisburg-Lncstr.-Leb.-York, Pa.	47.5	Portland-Bend, Ore.	20.0
Harrisonburg, Va.	38.1	Portland-Poland Spring, Me.	36.6
Hartford-New Haven, Conn.	43.5	Presque Isle, Me.	50.0
Hattiesburg-Laurel, Miss.	32.5	Providence, R.I.-New Bedford, Mass.	13.4
Honolulu	45.3	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	35.2
Houston	14.2	Raleigh-Durham, N.C.	27.6
Huntsville-Decatur-Florence, Ala.	41.2	Rapid City, S.D.	46.3
Idaho Falls-Pocatello	35.9	Reno	49.1
		Rhineland, Wis.	23.4

Market	% penetration	Market	% penetration	Market	% penetration
Richmond-Petrbrg-Charlottesville, Va.	18.6	Sioux City, Iowa	18.7	Twin Falls, Idaho	56.8
Roanoke-Lynchburg, Va.	34.5	Sioux Falls-Mitchell, S.D.	29.9	Tyler, Tex.	53.3
Rochester, N.Y.	21.9	South Bend-Elkhart, Ind.	21.5	Utica, N.Y.	61.1
Rockford, Ill.	45.5	Spokane	38.3	Waco-Temple, Tex.	54.5
Roswell, N.M.	64.8	Springfield, Mo.	14.2	Washington	8.0
Sacramento-Stockton, Calif.	23.8	Springfield-Holyoke, Mass.	36.3	Watertown, N.Y.	48.4
Salisbury, Md.	56.9	St. Joseph, Mo.	45.4	Wausau, Wis.	20.0
Salt Lake City	14.1	St. Louis	6.1	West Palm Beach-Ft. Pierce, Fla.	48.0
San Angelo, Tex.	68.2	Syracuse-Elmira, N.Y.	54.7	Wheeling, W. Va.-Steubenville, Ohio	60.2
San Antonio, Tex.	24.1	Tallahassee, Fla.-Thomasville, Ga.	39.2	Wichita Falls, Tex.-Lawton, Okla.	46.7
San Diego	53.3	Tampa-St. Petersburg-Sarasota, Fla.	19.5	Wichita-Hutchinson, Kan.	36.7
San Francisco-Oakland	40.5	Terre Haute, Ind.	30.3	Wilkes Barre-Scranton, Pa.	62.1
Santa Barbara-SanMar-San Luis Obispo, Calif.	82.5	Toledo, Ohio	37.5	Wilmington, N.C.	36.8
Savannah, Ga.	33.0	Topeka, Kan.	40.0	Yakima, Wash.	42.7
Seattle-Tacoma, Wash.	31.9	Traverse City-Cadillac, Mich.	29.3	Youngstown, Ohio	27.5
Shreveport, La.	35.4	Tucson-Nogales, Ariz.	15.3	Yuma, Ariz.-El Centro, Calif.	66.4
		Tulsa, Okla.	37.5	Zanesville, Ohio	61.4

Nielsen

Abilene-Sweetwater, Tex.	57	Dallas-Ft. Worth	10	Lafayette, Ind.	64
Albany, Ga.	37	Davenport, Iowa-Rock Island-Moline, Ill.	31	Lafayette, La.	30
Albany-Schenectady-Troy, N.Y.	41	Dayton, Ohio	27	Lake Charles, La.	39
Albuquerque, N.M.	19	Denver	9	Lansing, Mich.	32
Alexandria, La.	40	Des Moines, Iowa	26	Laredo, Tex.	63
Alexandria, Minn.	28	Detroit	3	Las Vegas	1
Alpena, Mich.	52	Dothan, Ala.	34	Laurel-Hattiesburg, Miss.	28
Am., rillo, Tex.	50	Dubuque, Iowa	63	Lexington, Ky.	22
Anchorage	5	Duluth, Minn.-Superior, Wis.	24	Lima, Ohio	67
Anniston, Ala.	55	El Centro-Yuma, Calif.	59	Lincoln-Hastings-Kearney, Neb.	30
Ardmore-Ada, Okla.	37	El Paso, Tex.	34	Little Rock, Ark.	16
Atlanta	14	Elmira, N.Y.	66	Los Angeles	12
Augusta, Ga.	22	Erie, Pa.	23	Louisville, Ky.	16
Austin, Tex.	34	Eugene, Ore.	52	Lubbock, Tex.	33
Bakersfield, Calif.	58	Eureka, Calif.	53	Macon, Ga.	43
Baltimore	5	Evansville, Ind.	34	Madison, Wis.	20
Bangor, Me.	20	Fargo, N.D.	32	Mankato, Minn.	53
Baton Rouge, La.	28	Farmington, N.M.	43	Marquette, Mich.	62
Beaumont-Port Arthur, Tex.	22	Flagstaff, Ariz.	60	McAllen-Brownsville, Tex.	23
Bend, Ore.	49	Flint-Saginaw-Bay City, Mich.	26	Medford, Ore.	46
Billings-Hardin, Mont.	36	Florence, S.C.	34	Memphis	14
Biloxi-Gulfport-Pascagoula, Miss.	50	Fresno, Calif.	14	Meridian, Miss.	30
Binghamton, N.Y.	56	Ft. Myers-Naples, Fla.	55	Miami	11
Birmingham, Ala.	21	Ft. Smith, Ark.	47	Miles City-Glendive, Mont.	62
Bluefield-Beckley-Oak Hill, W. Va.	59	Ft. Wayne, Ind.	31	Milwaukee	7
Boise, Idaho	12	Gainesville, Fla.	53	Minneapolis-St. Paul	6
Boston	15	Grand Junction, Colo.	42	Minot-Bismarck-Dickinson, N.D.	31
Bowling Green, Ky.	5	Grand Rapids-Kalamazoo-Battle Creek, Mich.	30	Missoula-Butte, Mont.	39
Bristol, Va.-Kingsport-Johnson City, Tenn.	30	Great Falls, Mont.	42	Mobile, Ala.-Pensacola, Fla.	27
Buffalo, N.Y.	33	Green Bay, Wis.	16	Monroe, La.-El Dorado, Ark.	24
Burlington, Vt.-Plattsburgh, N.Y.	37	Greensboro-W. Salem-H. Point, N.C.	18	Montgomery, Ala.	32
Casper-Riverton, Wyo.	64	Greenville-N. Bern-Washington, N.C.	12	Nashville	14
Cedar Rapids-Waterloo, Iowa	8	Greenville-Spartanburg, S.C.-Asheville, N.C.	19	New Orleans	15
Charleston, S.C.	16	Hartford-New Haven, Conn.	35	New York	17
Charleston-Huntington, W. Va.	45	Harrisburg-York-Lncstr-Leb., Pa.	40	Norfolk-Prtsmth-Nwprt Nws-Hmptn, Va.	18
Charlotte, N.C.	12	Harrisonburg, Va.	29	North Platte, Neb.	31
Charlottesville, Va.	46	Helena, Mont.	50	Odessa-Midland, Tex.	58
Chattanooga, Tenn.	20	Houston	10	Oklahoma City	23
Cheyenne, Wyo.	54	Huntsville-Decatur-Florence, Ala.	34	Omaha	7
Chicago	4	Idaho Falls-Pocatello	34	Orlando-Daytona Beach, Fla.	33
Chico-Redding, Calif.	45	Indianapolis	19	Ottumwa, Iowa-Kirksville, Mo.	33
Cincinnati	10	Jackson, Miss.	25	Paducah, Ky.-C. Grardeau, Mo.-Hrrsbrg, Ill.	30
Clarksburg-Weston, W. Va.	51	Jackson, Tenn.	40	Palm Springs, Calif.	99
Cleveland	17	Jacksonville, Fla.	22	Panama City, Fla.	24
Colorado Springs-Pueblo	20	Johnstown-Altoona, Pa.	62	Parkersburg, W. Va.	72
Columbia, S.C.	24	Jonesboro, Ark.	39	Peoria, Ill.	38
Columbia-Jefferson City, Mo.	30	Joplin, Mo.-Pittsburg, Kan.	31	Philadelphia	22
Columbus, Ga.	33	Kansas City, Mo.	20	Phoenix	7
Columbus, Ohio	30	Knoxville, Tenn.	23	Pittsburgh	39
Columbus-Tupelo, Miss.	43	La Crosse-Eau Claire, Wis.	39	Portland, Ore.	17
Corpus Christi, Tex.	21			Portland-Poland Springs, Me.	38

Market	% penetration	Market	% penetration	Market	% penetration
Presque Isle, Me.	47	Tallahassee, Fla.	34	Waco-Temple, Tex.	56
Providence, R.I.-New Bedford, Mass.	11	Tampa-St. Petersburg, Fla.	16	Washington	10
Quincy, Ill.-Hannibal, Mo.	29	Terre Haute, Ind.	30	Watertown-Carthage, N.Y.	45
Raleigh-Durham, N.C.	22	Toledo, Ohio	32	Wausau-Rhineland, Wis.	17
Rapid City, S.D.	37	Topeka, Kan.	46	West Palm Beach, Fla.	44
Reno	34	Traverse City-Cadillac, Mich.	25	Wheeling, W. Va.-Steubenville, Ohio	53
Richmond, Va.	13	Tucson, Ariz.	14	Wichita Falls, Tex.-Lawton, Okla.	39
Roanoke-Lynchburg, Va.	29	Tulsa, Okla.	30	Wichita-Hutchinson, Kan.	34
Rochester, N.Y.	20	Tuscaloosa, Ala.	40	Wilkes Barre-Scranton, Pa.	54
Rochester-Austin, Minn.-Mason City, Iowa	31	Twin Falls, Idaho.	46	Wilmington, Del.	31
Rockford, Ill.	37	Tyler, Tex.	47	Yakima, Wash.	45
Roswell, N.M.	64	Utica, N.Y.	55	Youngstown, Ohio	19
Sacramento-Stockton, Calif.	19	Victoria, Tex.	70	Zanesville, Ohio	58
Salinas-Monterey, Calif.	59				
Salisbury, Md.	50				
Salt Lake City	12				
San Angelo, Tex.	56				
San Antonio, Tex.	13				
San Diego	45				
San Francisco	45				
Santa Brbara-Santa Maria-San Luis Obispo, Calif.	67				
Savannah, Ga.	30				
Seattle-Tacoma, Wash.	28				
Selma, Ala.	41				
Shreveport, La.-Texarkana, Tex.	30				
Sioux City, Iowa	23				
Sioux Falls-Mitchell, S.D.	26				
South Bend-Elkhart, Ind.	22				
Spokane, Wash.	35				
Springfield, Mass.	29				
Springfield, Mo.	13				
Springfield-Decatur-Champaign, Ill.	38				
St. Joseph, Mo.	47				
St. Louis	6				
Syracuse, N.Y.	40				

Changing Hands

PROPOSED

WEFM(FM) Chicago ☐ Sold by GCC Communications Inc. to First Media Corp. for \$9.2 million. **Seller** is owned by General Cinema Corp., Boston-based publicly traded corporation. Richard A. Smith is chairman and president and 3.3% owner. General Cinema also owns WCIX-TV Miami and 80% of WSNY(AM)-WHUE(FM) Boston. It has also sold, subject to FCC approval, WIFB(FM) Philadelphia (see below). Alexander M. Tanger, president of GCC Communications, owns remaining 20% of Boston stations. **Buyer** is owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott

Corp., publicly held worldwide hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston and WZGC(AM), Atlanta. They have also purchased, subject to FCC approval, KBLE-FM Seattle (BROADCASTING, Sept. 1, 1980). WEFM is on 99.5 mhz with 6 kw (CP: 9.7 kw) and antenna 1,170 feet above average terrain.

WIFI(FM) Philadelphia ☐ Sold by GCC Communications Inc. to Broadcast Enterprises National Inc. for \$6.8 million. **Seller** has also sold WEFM(FM) Chicago (see above). **Buyer** is Philadelphia-based group owner of five AM's, two FM's and one TV owned principally by Ragan Henry. It recently acquired WJAS(AM) [formerly WKTQ] Pittsburgh (BROADCASTING, April 13) and has purchased, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WIFI is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain.

WRNL(AM)-WRXL(FM) Richmond, Va. ☐ Sold by Rust Communications Group Inc. to Capitol Broadcasting Co. Inc. for \$4 million. **Seller** is Leesburg, Va.-based group owner of six AM's and six FM's owned by William F. Rust and family. **Buyer** is owned by James F. Goodmon (48.87%), brother, Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodmon is president and chief executive officer of Capitol. Ray Goodmon, is Raleigh, N.C. attorney. They also own WRAL-FM-TV Raleigh; WHTN(AM)-WKEE(FM) Huntington, W. Va., and KMAC(AM)-KISS(FM) San Antonio, Tex. In addition, they own North Carolina News Network and Tobacco Network which collectively serve more than 300 radio stations in Southeast. Capitol also owns radio representative firm in Raleigh, TN Spot Sales. WRNL is on 910 khz with 5 kw full time. WRXL is on 102.1 mhz with 140 kw and antenna 320 feet above average terrain. **Broker: Blackburn & Co.**

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Virginia	Small-market AM/FM... underdeveloped.	\$250,000
Washington	Underdeveloped fulltime AM... needs owner/operation... low down payment.	\$140,000
California	AM/FM in fast-growing area with great potential...cash required.	\$850,000

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8/10/81

KWUN(AM) Concord, Calif. ☐ Sold by Contra Costa Radio Inc. to Burgundy Broadcasting Corp. for \$1 million. **Seller** is

company's feature film activities have had the effect of reducing the company's overall profitability." The preliminary prospectus states that most of Lorimar's theatrical releases "have produced revenues which have fallen short of the company's expectations."

The company has invested about \$98 million in features since it entered the field in 1977. Lorimar has reportedly written off about 10% of that investment, but expects to recover a significant amount of unamortized costs from future film releases and sales to new pay TV and home video markets.

"The company has recently reduced significantly its feature film production while it reviews the economics of such operations," according to the prospectus. Lorimar's budget for feature production is expected to shrink from \$50 million for fiscal 1980 to \$28 million in 1981 and only \$11 million in 1982. The executive post for feature film production has remained unfilled since earlier this summer.

For the first nine months of fiscal 1981, Lorimar reported a profit of \$6 million on revenues of \$98.6 million. This is down only slightly from the whole fiscal year ending July 26, 1980, when the company reported a \$6.9 million profit on \$99.1 million in income. (Although the company's fiscal 1981 ended with the end of July, fourth-quarter results were not ready for the SEC filing.)

Most of Lorimar's profits are believed to

be derived from such successful television series as *The Waltons*, *Dallas*, *Knots Landing* and *Eight Is Enough*. Lee Rich, the Lorimar president who with his wife owns 50% of the company's 4 million common shares, is generally regarded in Hollywood as one of the best appraisers of the television program marketplace.

The prospectus discloses that the cost of Lorimar's 16 features has ranged from \$1 million to \$17 million. One of five films scheduled for release during the next year is currently running \$4 million over budget. Overall, Lorimar successes such as "Being There" (which earned an Oscar for the late Melvyn Douglas) have been outweighed by failures, including "Avalanche Express," "Carny" and "Twilight's Last Gleaming." In contrast, 15 out of 19 pilots produced by the company have become prime-time TV series.

The prospectus lists Merv Adelson, Lorimar's chairman, and his former wife as owning one-third of Lorimar's common stock. Irwin Molasky, a vice president, retains another 16.66% of the shares. The prospectus indicates that each of the three executives will receive \$650,000 in salary during fiscal 1982.

Under terms of its first public offering, Lorimar plans to sell 30,000 "units," each of which will be composed of \$1,000 face amount of 10-year sinking fund notes, 20 shares of common stock, and 20 10-year warrants to buy shares. Offering will be used to repay debt. According to published

reports, Lorimar has borrowed about \$100 million at up to two points above prime interest rates in order to finance its feature film productions. It is also reported that the company has recently set up a \$125 million line of credit, to be applied to unspecified projects.

Ratings Roundup

Even with five specials covering the wedding of Britain's Prince Charles and Lady Diana Spencer, prime-time ratings for the week ended Aug. 2 were as lackluster as usual for midsummer.

CBS-TV took its typical first place, with a 14.5 rating and 28 share. ABC-TV was second with a 13.6/26. And NBC-TV trailed with a 12.2/23.

Of the week's 63 programs, 11 were originals including the royal wedding news specials. ABC's *20/20* newsmagazine topped the first-run list with an 18.9/35 (the second-highest rating of the week overall, after a repeat of CBS's *The Jeffersons* [19.7/33]).

None of the wedding specials made it to the top 10. ABC's *Royal Wedding Preview* scored the best among them, with a 13th place 17.5/32 (BROADCASTING, Aug. 3). NBC's preview earned a 28th place with a 14.0/26.

On Wednesday, the wedding day, all three networks had specials in prime time—but at different hours. CBS, at 8 p.m., earned a 16.5/30 (17th place). ABC at 9 p.m. came up with a 12.7/22 (40th). NBC at 10 p.m. scored a 14.7/24 (24th).

Of the remaining five originals, all performed poorly. NBC had four of them: A *California Gold Rush* movie (11.1/21), *Disney's Follow Me Boys* (10.4/23), a *Pals* special (9.2/20) and a *Robert Klein* special (7.7/16). CBS's *Walter Cronkite's Universe* also was a low scorer with a 10.1/19.

During the week, CBS won Monday, Wednesday, Saturday and Sunday. ABC took Tuesday, Thursday and Friday. NBC was left without a winning night.

The first 20

1.	<i>The Jeffersons</i>	CBS	19.7/33
2.	<i>20/20</i>	ABC	18.9/35
3.	<i>Hart to Hart</i>	ABC	18.7/35
4.	<i>60 Minutes</i>	CBS	18.6/41
5.	<i>Three's Company</i>	ABC	18.4/32
6.	<i>Trapper John, M.D.</i>	CBS	18.3/33
7.	<i>Facts of Life</i>	NBC	18.3/31
8.	<i>M*A*S*H</i>	CBS	18.2/32
9.	<i>It's A Living</i>	ABC	18.2/31
10.	<i>Diff'rent Strokes</i>	NBC	18.0/31
11.	<i>Alice</i>	CBS	17.8/31
12.	<i>Lou Grant</i>	CBS	17.7/32
13.	<i>Royal Wedding (special)</i>	ABC	17.5/32
14.	<i>House Calls</i>	CBS	17.0/29
15.	<i>St. Ives (movie)</i>	NBC	16.8/30
16.	<i>Taxi</i>	ABC	16.8/30
17.	<i>Royal Wedding (special)</i>	CBS	16.5/30
18.	<i>Champions: A Love Story (movie)</i>	CBS	16.3/28
19.	<i>Dukes of Hazard</i>	CBS	16.0/33
20.	<i>CHiPs</i>	NBC	15.5/30

The Final Five

59.	<i>Eight Is Enough</i>	ABC	8.4/20
60.	<i>BJ and the Bear</i>	NBC	7.9/17
61.	<i>Games People Play</i>	NBC	7.7/17
62.	<i>Robert Klein (special)</i>	NBC	7.7/16
63.	<i>Those Amazing Animals</i>	ABC	6.1/13

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terests. Buyer is owned by Donald N. Painter (100%), who is vice president of KWRM (AM) Corona and KQLH (FM) San Bernardino, both California, but has no ownership interests. Action July 16.

■ **KRLC (AM)** Lewiston, Idaho (AM: 1350 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from KRLC Inc. to Ida-Vend Co. for \$480,000. Seller: Douglas A. Mackelvie (99.99%) and wife, Betty J. (.01%). Buyer: Robert W. Prasil family (100%), who are Lewiston, Idaho, soft drink manufacturers and have no other broadcast interests. Action July 16.

■ **WJVA (AM)** South Bend, Ind. (AM: 1580 khz, 1 kw-D)—Granted assignment of license from Mid-America Broadcasting Inc. to Maramar Broadcasting Inc. for \$275,000 (BROADCASTING, May 11). Seller: Ralph Gregory (51%) and Charles Hayes (49%), who own WMMQ (FM) Charlotte, Mich. Gregory also owns WYRQ (FM) Little Falls, Minn. Buyer: Jose Berrocal (50.6%), Jason Meyer (14.5%) and nine others. Berrocal is Yale Law School student. Meyer is student at Princeton University. Nine of 11 stockholders are former members of managing board of WPRB (FM) Princeton, N.J., student-run commercial station. Action July 31.

■ **WBGR (AM-FM)** Paris, Ky. (AM: 1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, ant. 198 ft.)—Granted assignment of license from WBGR Broadcasting Co. of Kentucky for \$275,000 (BROADCASTING, April 13). Seller: William J. Brown and wife, Mary Ann (50% each), who have no other broadcast interests. Buyer: Fairfield Broadcasting Co. (95%), Howard J. Karlin (3%), Albert J. Greenfield and Jeffrey Holmes (1% each). Fairfield Broadcasting Co. is owned by Stephen C. and Irene B. Trivers (70% jointly) and William T. Wertz (30%). Principals of Fairfield also own WQLR (FM) Kalamazoo and WEZ (FM) Fort Wayne, Ind. Action July 20.

■ **WOKW (AM)** Brockton, Mass. (AM: 1410 khz, 1 kw-D)—Granted assignment of license from WOKW Broadcasting Inc. to Bay Colony Broadcasting Inc. for \$435,000. Seller: Sidney Sanft, who has no other broadcast interests. Buyer: Francis Greenburger and Edward F. Acton (42.5% each) and Dennis Holler (15%), all New York literary agents with no other broadcast interests. Action July 15.

■ **WMAX (AM)** Grand Rapids, Mich. (AM: 1480 khz, 5 kw-D)—Granted assignment of license from Great Lakes Broadcasting Corp. to Salem Media of Michigan Inc. for \$475,000. Seller: James J. Gaskin and Daniel F. Follis (33.22% each); Gerald F. Fitzgerald, David R. Calhoun and Raymond W. Struthers (4.15% each), who have no other broadcast interests. Buyer: Stuart W. Epperson and Edward G. Atsinger III (45% each) and Dennis Worden (10%). Worden is general manager at KAKC (AM)-KCFO (FM) Tulsa, Okla. Epperson owns 100% WKBA (AM) Vinton, Va., and 55% of KAKC (AM)-KCFO (FM) Tulsa. Atsinger owns 100% of KTED (FM) Fowler and KDAR (FM) Oxnard, both California, 20% of KARP (FM) Carpinteria, Calif.; 25% of KGBA (FM) Holtville, Calif. Together they own KMFM (FM) San Antonio, Tex., WEZE (AM) Boston and WNYM (AM) New York (formerly WEVD). Action July 21.

■ **WYRQ (FM)** Little Falls, Minn. (FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Little Falls Radio Inc. to Dakota Broadcasting Co. for \$175,000. Seller: Ralph S. Gregory (100%), who owns 64% each of WMMQ (FM) Charlotte, Mich., and

WJVA (AM) South Bend, Ind. Buyer: Terrence P. and John V. Montgomery, brothers (50% each). Terrence is vice president of St. Cloud State University, St. Cloud, Minn., and owns WQPM (AM-FM) Princeton, Minn. John is manager at those stations. They hold CP for new AM at Glencoe, Minn. (BROADCASTING, May 4), and own KDWA (AM) Hastings, Minn. Action July 16.

■ **KBIM (AM-FM)** Roswell, N.M. (AM: 910 khz, 5 kw-D, 500 w-N; FM: 94.9 mhz, 100 kw)—Granted assignment of license from Holsum Inc. to King Broadcasting Co. for \$106,500 in stock exchange. Seller: Gene Reischman and family are principals. Buyer group has approximate 20% interest in seller group which also owns KBIM-TV Roswell. Since buyers will be retaining 11% interest in selling corporation, that stock will be put in trust and waiver of TV-radio crossownership rules is being sought. Buyer: Betty King and family. King is district office manager for Senator Harrison Schmitt (R-N.M.). Action July 30.

■ **WCHN (AM-FM)** Norwich, N.Y. (AM: 970 khz, 1 kw-D; FM: 93.9 mhz, ant. 250 ft.)—Granted assignment of license from Radio Norwich Inc. to Cooney Communications Corp. for \$310,000. Seller: Scott G. Rigby (51.5%), William J. Hall (39.4%) and 14 others, who have no other broadcast interests. Buyer: Matthew T. Cooney Jr. (100%), public affairs manager for the duPont Co., Wilmington, Del., and former deputy director of communications for U.S. Department of Commerce, has no other broadcast interests. Action July 16.

■ **KDDR (AM)** Oakes, N.D. (AM: 1220 khz, 1 kw-D)—Granted assignment of license from Frontier Broadcasting Corp. to Kingsley H. Murphy Jr. for \$174,000. Seller: Robert A. Norlund and Timothy A. Branson (50% each), who also own 15% each of new FM applicant for Fergus Falls, Minn. Buyer: Kingsley H. Murphy Jr. (100%), who owns 100% WISS (AM-FM) Berlin, Wis., 100% of KCHK (AM) New Pragul, Minn., 50% of WHLL (AM) Pin Castle-Sky Lake, Fla., and 4.22% of Minneapolis Star & Tribune Co., licensee of two TV's and one cable system. Action July 14.

■ **WOXY (FM)** Oxford, Ohio (FM: 97.7 mhz, 3 kw, ant. 255 ft.)—Granted assignment of license from Stone Broadcasting Inc. to Balogh Broadcasting Inc. for \$375,000. Seller: Glenn D. Stone and wife, Doris M. (18.8% jointly), their son and daughter-in-law, Richard D. Stone and wife, Barbara E. (64.8%), and Barbara Stone's parents, Raymond H. Dick and wife, Gertrude (11.8% jointly), who have no other broadcast interests. Buyer: Douglas G. Balogh and wife, Linda Lee (50% each). Douglas Balogh is station representative and consultant. Linda is advertising executive, both Chicago-based, who have no other broadcast interests. Action July 20.

■ **KLOR (FM)** Ponca City, Okla. (FM: 99.3 mhz, 3 kw, ant. 145 ft.)—Granted assignment of license from Indian Nation Broadcasters Inc. to Pioneer Communications Inc. for settlement. Seller: Don M. Kelly, president and 100% owner of Indian Nation Broadcasters required by divorce decree to divide property with former wife, Mary J. Kelly, 100% owner of Pioneer Communications. Property settlement provided that Mary J. Kelly would receive assets and license of KLOR-FM with FCC approval. Don Kelly owns KUSH (AM) Cushing and KLTR (AM) Blackwell, both Oklahoma. Mary Kelly has no other broadcast interests. Action July 21.

■ **WCNR (AM)** Bloomsburg, Pa. (AM: 930 khz, 1 kw-D)—Granted transfer of control of Columbia Montour Broadcasting Inc. from Estate of C.E. Darlington (100% before; none after) to Janice L. Darlington and others (none before; 100% after). Consideration: settlement. Principals: Transferor is owned by Janice L. Darlington (100%), who has no other broadcast interests. Transferee is owned by Janice L. Darlington (54%), son, Joseph L. (24%), daughter, Sara D. Hughes (10%), daughter-in-law, Sandra R. Darlington and son-in-law William B. Hughes (6% each). Janice L. Darlington has been 100% owner as administratrix since April, 1980. Transfer of station seeks to perfect settlement of estate of late C.E. Darlington. Action July 21.

■ **WGXL (FM)** Laurens, S.C. (FM: 100.5 mhz, 100 kw, ant. 760 ft.)—Granted assignment of license from Towers South Inc. to Keymarket Communications Inc. for \$2,450,000. Seller: Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interests. Buyer: Kerby Confer and Paul Rothfuss (45% each), and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT (AM)-WNOX (FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark., and with Bernstein sold, subject to FCC approval WHUM (AM) Reading, Pa. (BROADCASTING, March 13). FCC recently granted Confer and Rothfuss their sale of WLYC (AM)-WILQ (FM) Williamsport, Pa. (BROADCASTING, May 11). Action July 16.

■ **KHLB (AM-FM)** Burnet, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Highland Lakes Broadcasters to Hawkins Broadcasting Inc. for \$300,000. Seller: William E. Hobbs (81%) and Bill M. Edgar (19%), who have no other broadcast interests. Buyer: Steve W. Hawkins and wife, Janette D. (45% each) and father, James W. Hawkins (10%). They own KULM-FM Columbia, Tex.; in addition, James Hawkins owns 56%, and Steve 2% of KFST (AM)-KPJH (FM) Fort Stockton, Texas. Action July 16.

Facilities Changes

AM applications

■ **WKAQ (AM)** Boynton Beach, Fla.—Seeks CP to change hours of operation to U, by adding 1 kw-N; increase D power to 10 kw; install DA-2; change frequency from 1510 to 1040 khz; change TL to 8.5 miles west of Boynton Beach on Range Line Road, and make changes in ant. sys. Ann. July 27.

■ **WLEM (AM)** Emporium, Pa.—Seeks CP to increase power to 2.5 kw. Ann. July 29.

■ **KAWS (AM)** Hemphill, Tex.—Seeks CP to change hours of operation to U, by adding 250 w-N; change frequency from 1530 to 1240 khz, and make changes in ant. sys. Ann. July 29.

■ **KVLL (AM)** Woodville, Tex.—Seeks CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; change frequency from 1220 to 1490 khz and make change in ant. sys. Ann. July 29.

■ **KGy (AM)** Olympia, Wash.—Seeks CP to change frequency from 1240 to 1030 khz and change N power to 500 w, and D power to 10 kw. Ann. July 27.

■ **KXA (AM)** Seattle—Seeks amendment to change power to 10 kw-N; change TL to south end race track, near Renton, Wash., and change to 1321 2nd Avenue, Seattle. Ann. July 29.

■ **WBOO (AM)** Baraboo, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-N, and make changes in ant. sys. Ann. July 29.

FM applications

■ **KYUU (FM)** San Francisco—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. increase HAAT: 1,241 ft. (H&V); change SL and RC to 530 Bush Street, San Francisco, and change TPO. Ann. July 29.

■ **KYUU (FM)** San Francisco—Seeks CP to utilize former trans. and ant. (H&V) as aux. on main tower; to be operated on ERP: 45 kw (H&V) and HAAT: 1,178 ft. (H&V), and change TPO (for aux. purposes only). Ann. July 29.

■ **WOSE (FM)** Port Clinton, Ohio—Seeks CP to increase HAAT: 253 ft. (H&V); change type trans.; change type ant. (H&V), and change TPO. Ann. July 29.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	36	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses